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VOGUE 6-1-35 P.120

Vogue June 1, 1935 p920

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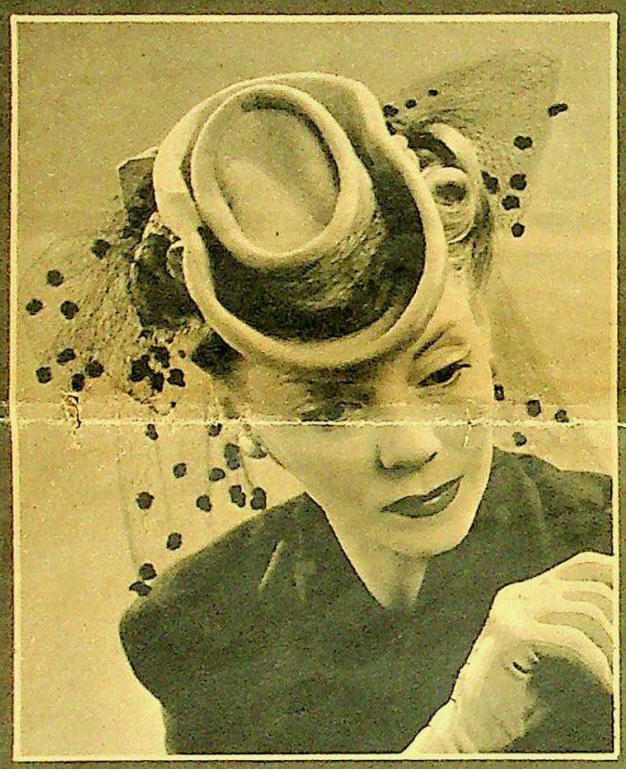
The brim of this sailor in red, blue and gray is cleverly cut in a swirled back. There's a bag of matching taffeta. Florence Reichman.

Pale blue felt and black point d'esprit make this diminutive creation. The net is gathered into a bow at the back. Suzanne et Roger.

A natural straw oval hat. At the side curl three quills ribbed with the green felt that makes the flat crown. Helen Liebert design.



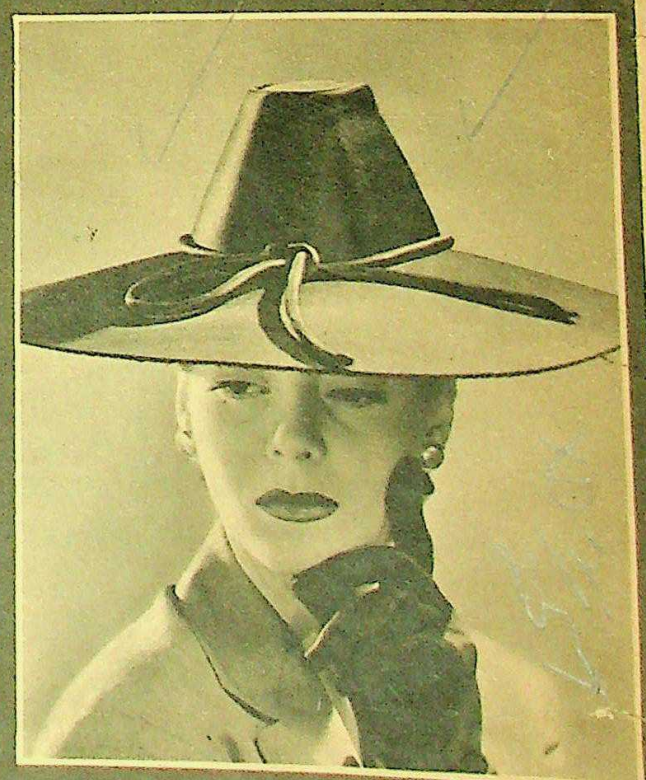
A beige velour postilion that has a fanciful charm. At the back is a yellow velvet bow and a chenille-dotted veil. Braagaard design.

The medium-sized hat of soft linden green felt. A cascade of grosgrain ribbon in brilliant colors is the only trimming. Walter Florell.

The hair may be worn with or without a pompadour under the brim of this oyster-white felt cloche. Black grosgrain bow. Lilly Dache.

The Stetson in a ladylike mood. It is of a rough brown straw. The brim is enveloped in gray veiling. Red silk quills. John-Frederics.

The upturned cradle brim of cosmos pink rough straw trimmed with clustered lilacs and a bow of lime velvet. Suzanne et Roger.



An enormous brimmed hat of dark blue satin. There are matching blue satin gloves. Designed by Lilly Dache for Spring costumes.

DESIGN DIV.

We Must Work With Russia

(Continued from Page 5)

well upset the peace which we are trying to bring about.

I find some of my American friends almost haunted when they conjure up in their minds the picture of this vast relatively unknown, powerful country seeking to impose its communistic ideology on large areas of the world. Some of them have even got themselves into a state of mind where they think we are merely destroying Hitler to create a new world menace in Russia.

Now what is Russia going to do? Is she going to be the new disturber of the peace? Is she going to demand conditions at the end of the war that will make it impossible to re-establish Europe on a decent peaceful road? Is she going to attempt to infiltrate other countries with her economic and social philosophy?

Frankly, I don't think any one knows the answers to these questions; I doubt if even Mr. Stalin knows all the answers. Although it must be remembered that Stalin was among the first leaders in the world to condemn the Versailles Treaty, with its economic barriers, its geographic maladjustments and its unpayable indemnities, as the creator of the cancer which would cause another World War. It was some time later that, one by one, other public leaders of the world took the same position. Any one who talks with Mr. Stalin comes away with the feeling that he understands what causes the world to tick economically and politically. One also comes away with the realization that Mr. Stalin is a complete realist, almost fanatically devoted to his plans for Russia's internal development.

OBVIOUSLY it would be ridiculous for me to attempt to say what Russia is going to do. This much, however, I do know to be true: That there are 200,000,000 subjects of the U. S. S. R.; that they control the largest single land mass in the world under one government; that they have almost inexhaustible supplies of timber, iron, coal, oil, which is, practically speaking, unexploited; that through elaborate systems of hospitalization and public health organizations the Russian people are one of the healthiest peoples in the world, living in a vigorous, stimulating climate; that in the last twenty-five years, through a widespread, drastic educational system, a large percentage have become literate and tens of thousands technically trained; and that from the topmost official to the most insignificant farm or factory worker the Russians are fanatically devoted to Russia and supercharged with the dream of its future development.

I don't know the answers to the questions about Russia, but there's one other thing I know: that such a force, such a power, such a people cannot be ignored nor disposed of with a high hat or a lifting of the skirt. They will be recokoned with. That is the reason why I am constantly telling my fellow Americans: Work in ever-closer cooperation with them while we are joined together in the common purpose of defeating a common enemy. Learn all we can about them and let them learn about us.

I REMEMBER not long ago at a dinner party, a lady said to me: "Do you think the Russians really want to understand us?" I said: "I think so." She replied, "Well, how many of them are learning to speak English?" And the answer was easy: "Certainly more than are learning Russian in this country."

There's still another thing I know. That geographically, from a trade standpoint, from a similarity of approach to many problems, the Russians and the Americans should get along together. The industrialization of Russia will require a limitless amount of American products, and Russia has unlimited natural resources that we need. The Russians, like us, are a hardy, a direct people and have great admiration for everything in America, except the capitalistic system. And frankly, there are many things in Russia that we can admire—its vigor, its vast dreams, its energy, its tenacity of purpose. No one could be more opposed to the communist doctrine than I am, for I am completely opposed to any system that leads to absolutism. But I have never understood why it should be assumed that in any possible contact between communism and democracy, democracy should go down.

I believe it is possible for Russia and America, perhaps the most powerful countries in the world, to work together for the economic freedom and the peace of the world. At least, knowing that there can be no enduring peace, no economic stability, unless the two work together, there is nothing I ever wanted more to believe. And so deep is my faith in the fundamental rightness of our free economic and political institutions that I am convinced they will survive any such working together.

A unit commissar reads an order of the day from Joseph Stalin.

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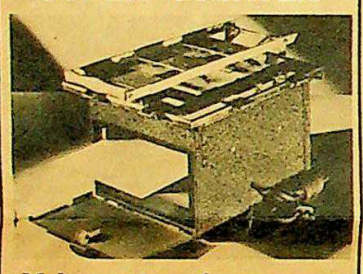

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RESINOL OINTMENT AND SOAP

XD 2/257

FOR CHURCH ON SUNDAYS when little girls are on their best behavior and want most to act and look like their mothers, Sally Victor has designed identical bonnets of plaid gingham. It takes special skill child adult. The picture was taken in St. T

XD 2-257

Life 4/15/46 Pg 80

ıot to make mother look childish or the
ıomas Episcopal Church in Hollywood.

Life 4-15-46 - top of page 81

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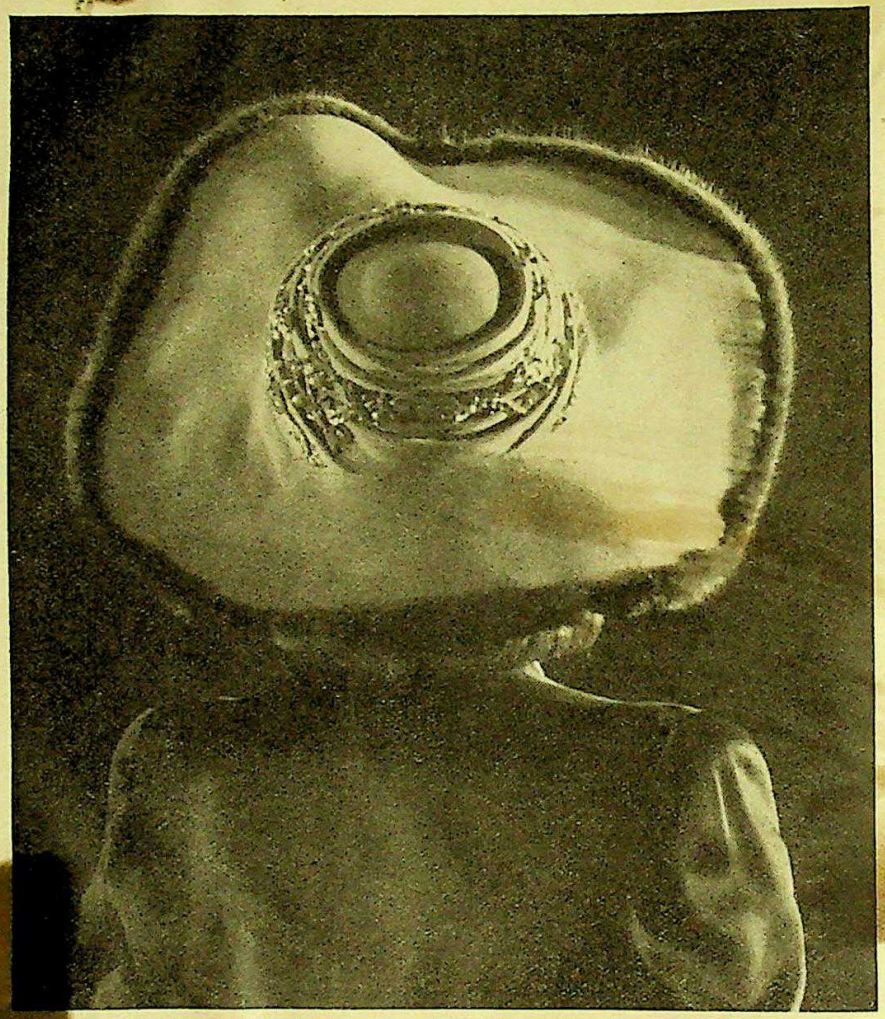
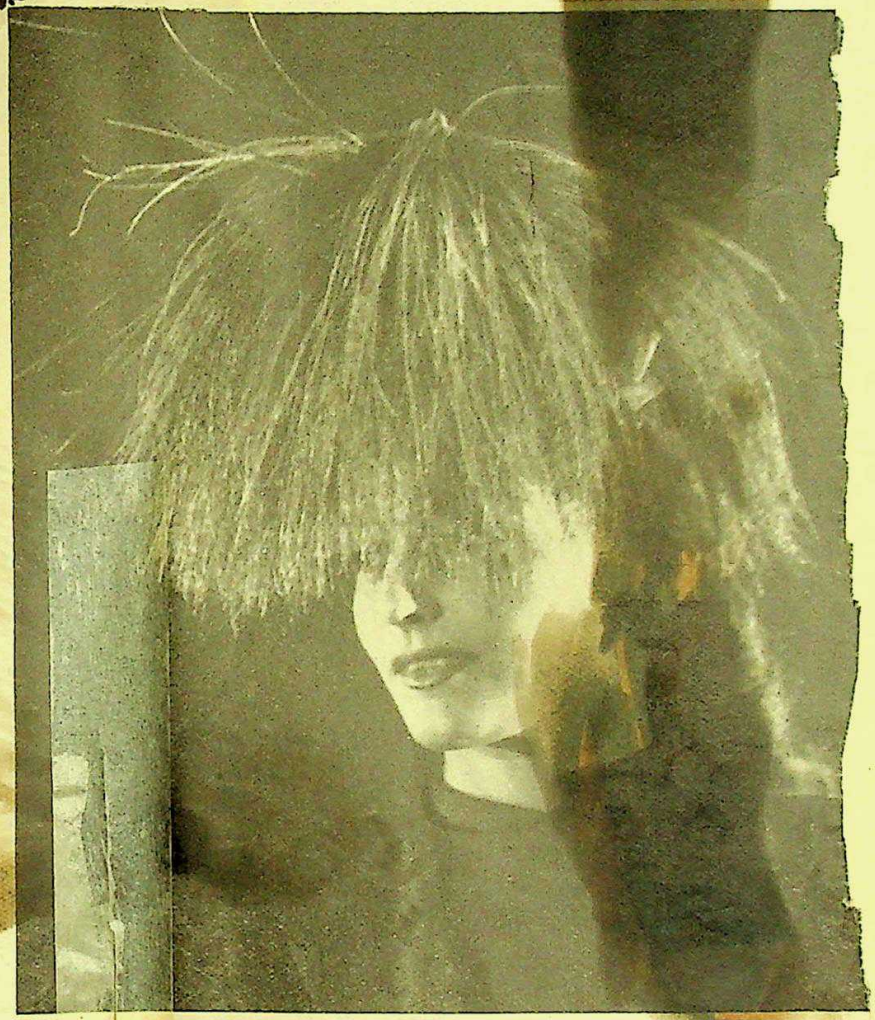
PINK AND BLACK SAILOR, by Peg Fischer, is trimmed with a big rose. Ever since the days of the Gibson girls, some kind of sailor has appeared every spring.

Life 9/30/46 pg 32

HAT



SALLY VICTOR HAT, displayed at a Hotel Pierre luncheon showing, has a tiered crown with jeweled embroidery. Brim's underside is faced with wild mink. It costs $350.



JOHN FREDERICS HATS shown at the Pierre luncheon included this melange of velvet and silvered peacock feathers which suggests an English sheep dog, but costs $6

XD-3/15 "WASHINGTON POST" 11-16-46 P. 9

XD 2/257

XD 3/15 Wash. Post. 11/16/46 p. 9

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Whatever your requirements, whatever your headsize, whatever your facial outlook, here at Lewis & Thos. Saltz in a complete hat department, *you will find the hat that is exactly right for you* . . . perfect-fitting, with proportions that suit your features. Distinctive Homburgs and snap brims in smart Fall shades, *also in black for formal and informal wear.* Derbies, collapsible Opera hats, golf caps, and Berets. Sizes as small as 6⅝, as large as 7⅞, in regular and long ovals.

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"Washington Post" (11-16-46)
P. 9

XD-3/15

(Lewis + Thomas Saltz adv.)

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Colliers Dec 14, 1946 pg 109

15

XD3/15 Life 5-19-47

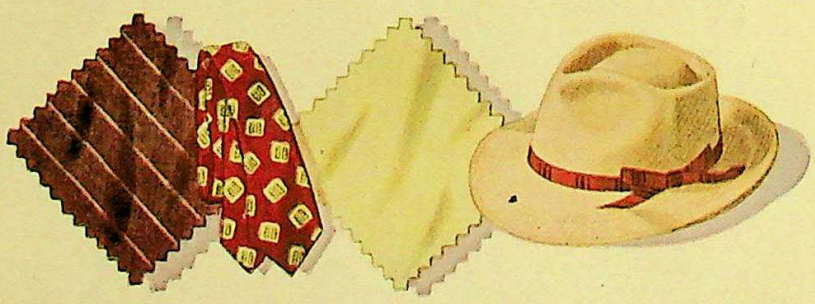
THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED AHOY. STETSON MILLINERY FASHIONS ARE PRICED FROM $6.95.

"Maybe I'd better stay right here!"

1. Any girl might think twice about going off cruising—if it means leaving two unattached fellows like these behind!

You can see at a glance that they have what it takes to get along—and they make the most of it by wearing clothes picked to suit the occasion. You can do as well—without spending a mint of money, either—if you just give a thought, when selecting your clothes, to their *appropriateness.*

In summer, for example, try a light, informal outfit...



2. For a carefree time, pick a cool brown summer suit with a smart white stripe—brighten it up with a maroon tie with figures—and top the outfit off in style with a light, breezy, mesh panama such as the Stetson Trophy in the new Maple shade.

3. Or follow the example of the chap on the right—with a blue-gray summer suit, blue bow tie with geometric figures, white shirt, and that outstanding favorite among cool panamas, the Stetson Belfield in flattering Sun Tone.

STETSON Straws — Right for cool comfort

The name Stetson in a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.

P. 24

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Peerless quality—zealously maintained through half a century. No wonder polls of public opinion show, over and over again, that *Swift's Premium* Bacon is America's first choice. Its reputation for excellence has become a national tradition. And the preference for Swift's Premium *increases* constantly. Today more millions than ever before say they consider it the finest of all bacons.

Swift's Premium Bacon

GOOD COMPANIONS: Swift's Premium Bacon and egg salad; served on buttered toast covered with salad greens.

WITH THE SWEET SMOKE TASTE

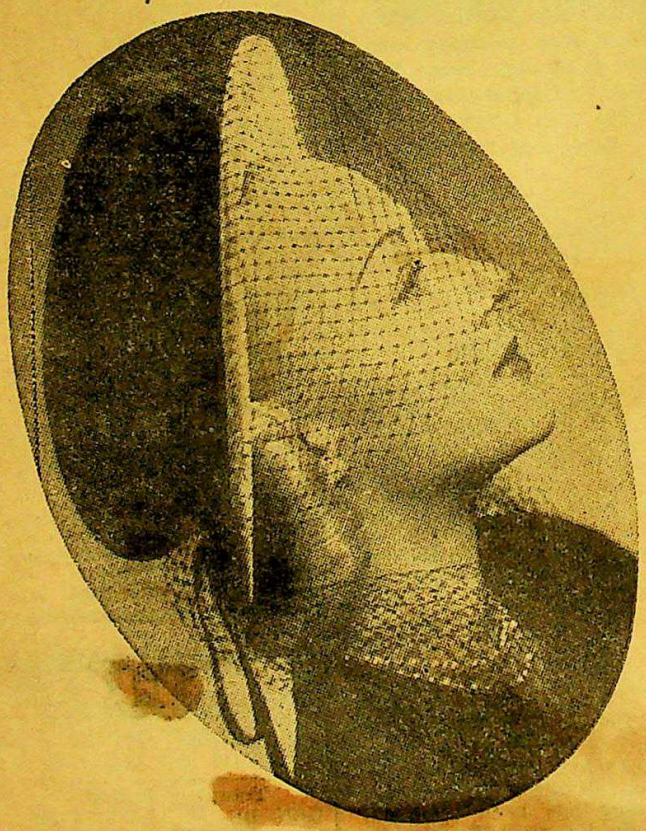
1947

XD2-257

Fall Headlines

Fall's headlines are as exciting as fall's hemlines. Most of the new chapeaux are a lot of small hats—with feelings of roundness and a bulkiness that are right with opportunity for individual chic, but the idea behind most designers' collections is t rounded silhouet. Berets and turbans make a come-back . . . but in new guises and in and dinner hats, both large and small, find new importance.

top left



A youthful off-face sailor brim with double facing in pink copper highlights this silhouet with large rounded crown. In black felt with draping of pure silk black veiling. Laddie Northridge.

Hattie Carnegie's large double-brimmed beret in Burgundia velvet. Inspired by the Parisian weavers, Jean and Philibert Gobelin, who dramatized the beret.

XD2-257

Life 9-15-47

XD2-257

With hair like this,
you'll hear this:

"hello, handsome"

There's more to handsome hair than meets your girl's eye. Bosses have eyes, too. And while they're not apt to call you "handsome" ... they are going to size you up as a well-groomed young chap worth watching. And

XD2-257

~~XD~~ Life 9/29/47

A SCENE FROM "LIFE WITH FATHER" A WARNER BROS. PRODUCTION

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"*Self-Conforming*"* is truly the greatest improvement in hat construction. No padding, stretching or tugging, for a Resistol fits your head comfortably—*naturally*—the moment you put it on . . . and without the slightest distortion to the original style lines. That is why your Resistol "*Self-Conforming*"* Hat—distinctive in design and of fine quality—retains its shape and looks as smart after frequent wearing as it did the first day.

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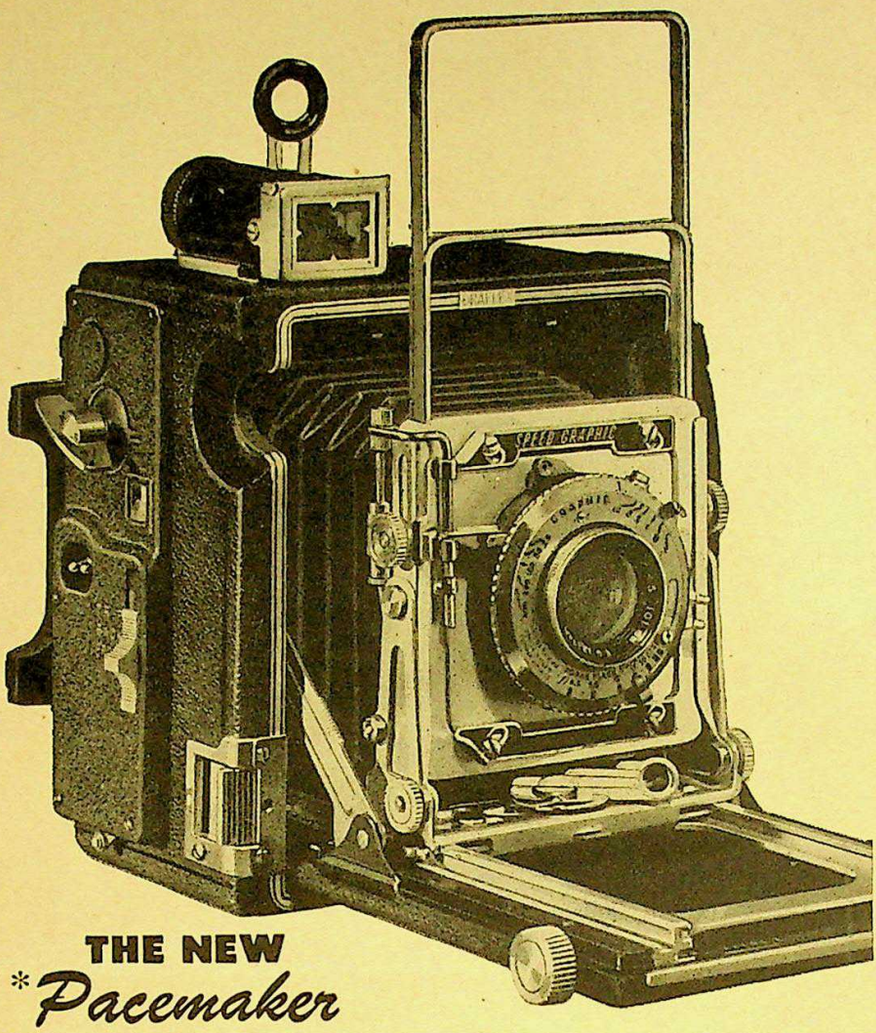

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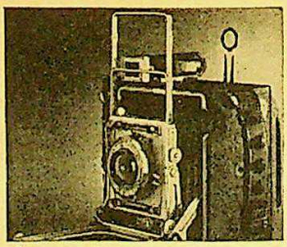

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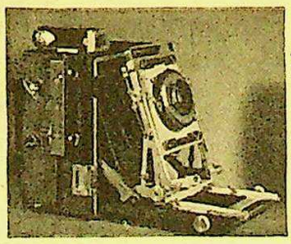

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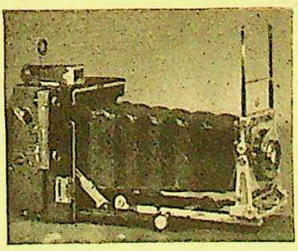

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TO
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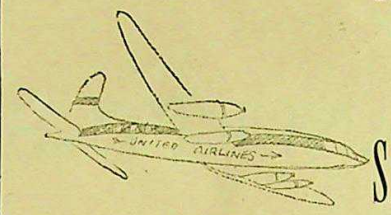
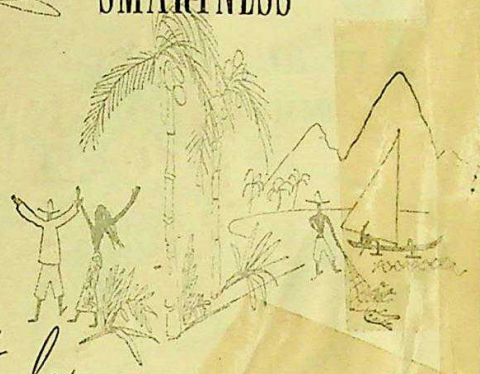
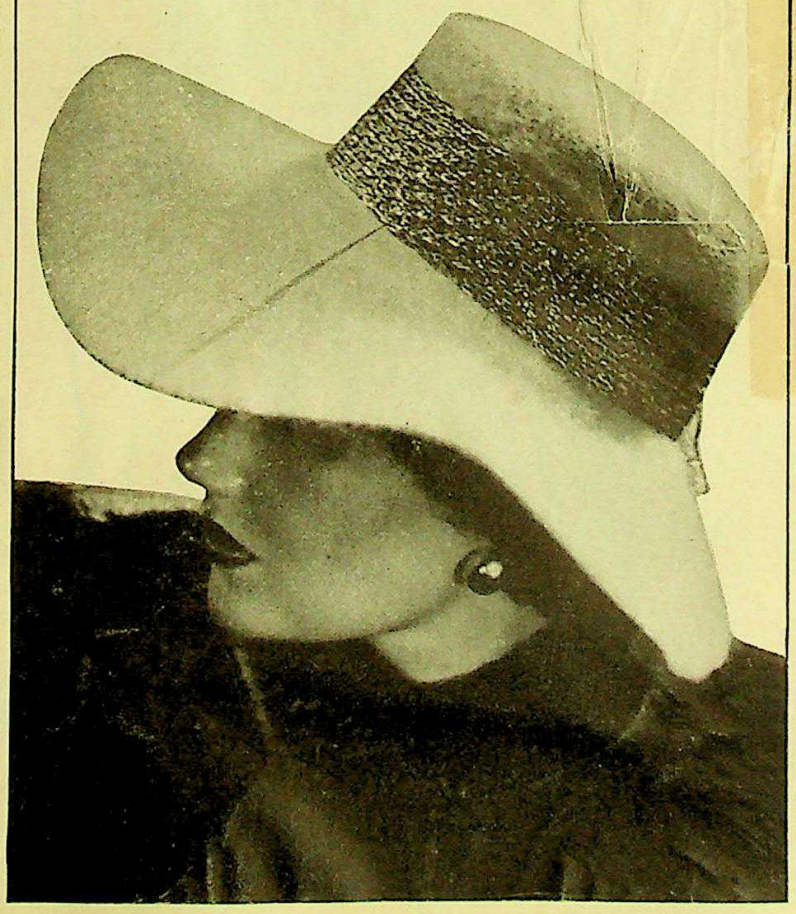




Your hat by
Thornton



HARPERS BAZAAR 1-1948 P. 137

XD2-257

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~~XD 3/15~~

Life 3-29-48
p. 46

CANADIAN HEROINE and Olympic women's skating champion, Barbara Ann Scott stunned her countrymen with dazzling poppy-and-umbrella hat (*above*), stunned them again at an exhibition six days later with her first public tumble.

D-3/15 HARPERS BAZAAR 3-1948 P.39

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VOGUE 3-15-49 P. 56

2/257

DOBBS

HEADING THE EASTER PARADE
DOBBS NEW SPRING HATS

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*Regency $12.95**

*Pacer $15.00**

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**Light colors slightly higher*

Dobbs Hat Shop • Park Avenue at 53rd Street, New York 22, N. Y.

XD2-257 VOGUE 3-15-49 P.105

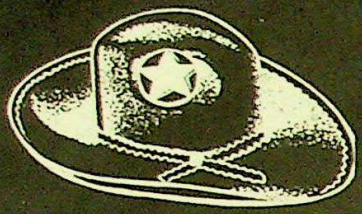
Above: Afternoon of the bonnet. Its sweet curve is shaped in absinthe-green straw braid. Tucked in a black velvet cuff, a branch of white lilacs, one dark red rose. The hat—prettiest when worn as an only jewel with a simple, dark suit or dress—by Florence Reichman, about $55. At Stern's; A. Harris.

Below: The bonnet you might wear with a day suit or a simple Shantung dress has a sweeping profile; is of palest pink Burri straw, piled at one side with rosy taffeta. A Maud Roser copy,

XD 2/257 Cat #1-49

WESTERN NOVELTY Co. Denver, Colo.

Novelty Hats

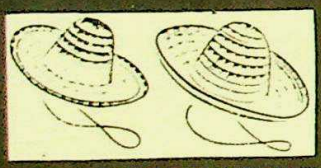


No. 1069—COWBOY HAT. A composition felt cowboy hat made in ten gallon style with a chin strap attached. Assorted bright color hats with contrasting color edging on brim and band. Popular rodeo item.

Per Dozen $3.60
Per Gross $42.00

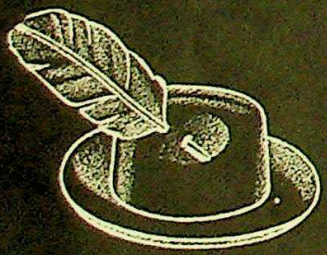
No. 403—ROBIN HOOD HAT. Popular style felt hat in assorted colors with bright feather to attach to side of hat.

Per Dozen $1.00
Per Gross $11.50



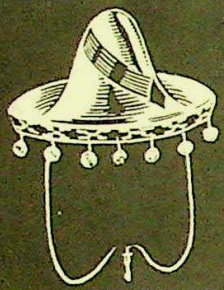
No. 796—MEXICAN STRAW HATS. Made of fine straw decorated in red, green and yellow colors. Elastic band attached. Comes in 3 sizes nested.

Per Dozen 75c
Per Gross $8.50



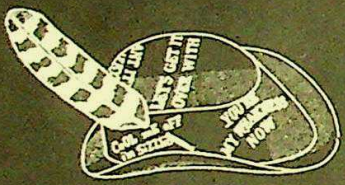
No. 1071—MINIATURE FEDORA HAT. Made of composition felt in bright colors with elastic chin band attached. Complete with large size feather.

Per Dozen 90c
Per Gross $10.50



No. 402 — MEXICAN CHOLO HAT. Made of felt in assorted colors with bright colored ribbon bands. Trimmed with fancy rayon stitching. Adjustable chin cord.

Per Dozen $2.25
Per Gross $25.50

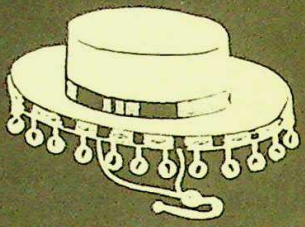


No. 404 — COMIC YODELER'S HAT. Made of felt in assorted colors with bright feather to attach to side of hat. Comic inscriptions printed all over the hat. Comes in assorted colors with elastic chin band. Length, 9½-inches. A very popular novelty number.

Per Dozen $1.50
Per Gross $16.50

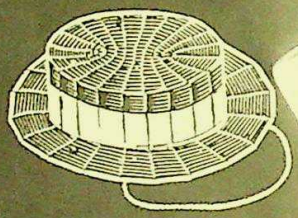
No. 400 — COWBOY HAT. Made of composition felt in assorted bright colors with printed band inscribed "Ride 'Em Cowboy"; elastic attached.

Per Dozen $1.25
Per Gross $13.50



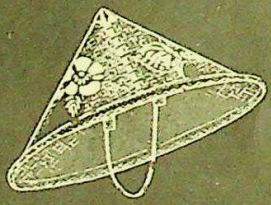
No. 401—SPANISH HAT. Made of felt in assorted bright colors. Has fancy heavy rayon stitched edge binding. Adjustable chin cord.

Per Dozen $2.75
Per Gross $31.50



No. 1070—MINIATURE STRAW HATS. Made of fine quality straw in sailor style, with elastic chin band attached. Contrasting color band effects around crown and brim. Three sizes nested.

Per Dozen $1.10
Per Gross $12.50



No. 1072—CHINESE COOLIE HAT. Made of straw in assorted brilliant colors. Cone shaped with rolled edge and elastic band. Diameter, 12 inches.

Per Dozen $2.25
Per Gross $25.50

No. 1073—CHINESE COOLIE HAT. Same style as above in large size. 16 inches in diameter.

Per Dozen $3.50

July 25, 1949

GLAMOUR 8-1949 P. 74

XD2-257

Jeanne Barrie

REG. U. S. PAT. OFF.

THE BRITISH-MANNERED GREATCOAT, as all-American as the life you lead.

Two beauties by Jeanne Barrie done with a lavish hand — huge patch pockets, roomy sleeves, sweeping backs. Both with zip-in linings, sizes 10 to 18.

Tailored by DONNYBROOK in country tweed, about $50.00; in covert, about $55.00. Both interfaced with Armo Hair Canvas.

Jeanne Barrie styles are sold exclusively in one smart shop in each city. Write to Jeanne Barrie, 128 West 31st St., New York 1, N. Y., for the name of the shop nearest you.

Hats by Madcaps

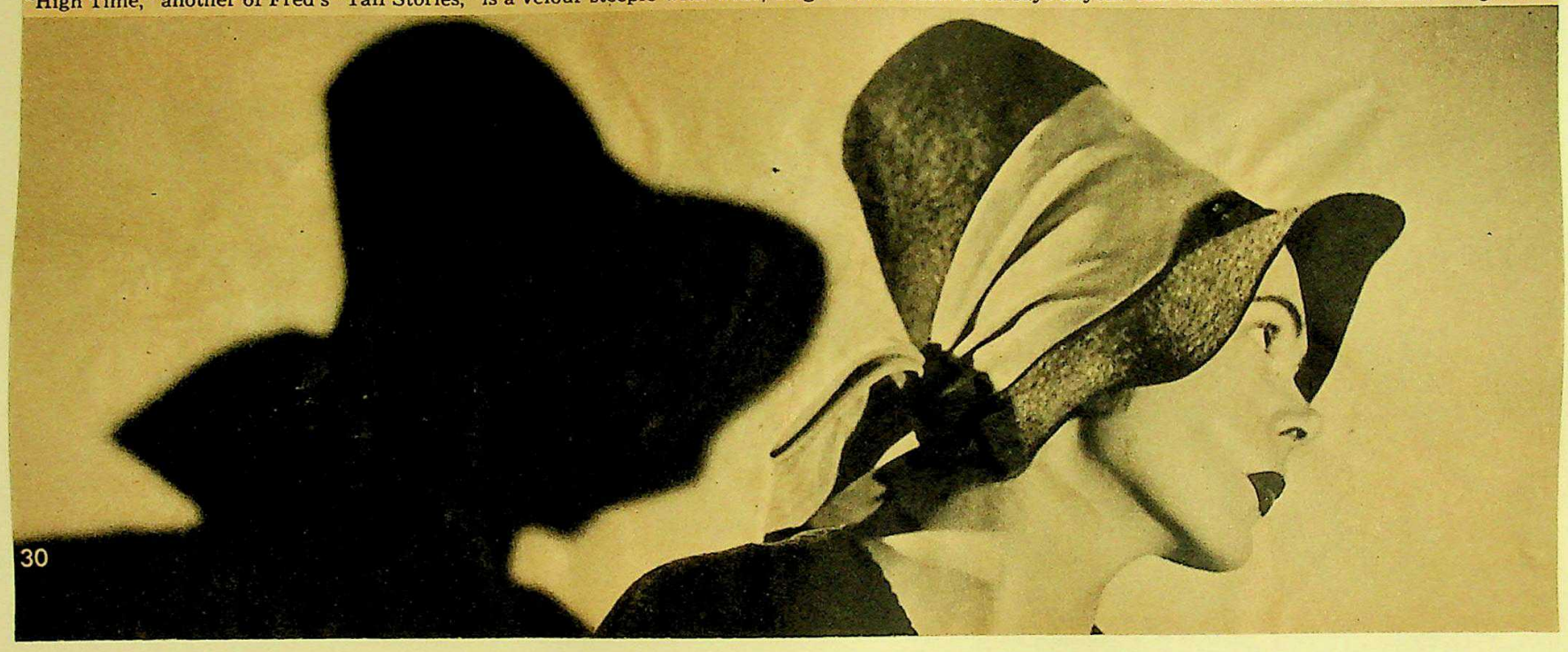
G Damour
8-1949
P. 74

3/15

Two hats for one—hair-hiding helmet plus high, wide and handsome brim of Teddy bear cloth (Fred calls it "Freddy Bear"). They can be worn separately.

P. 30
9-27-49
LOOK
XD2-257

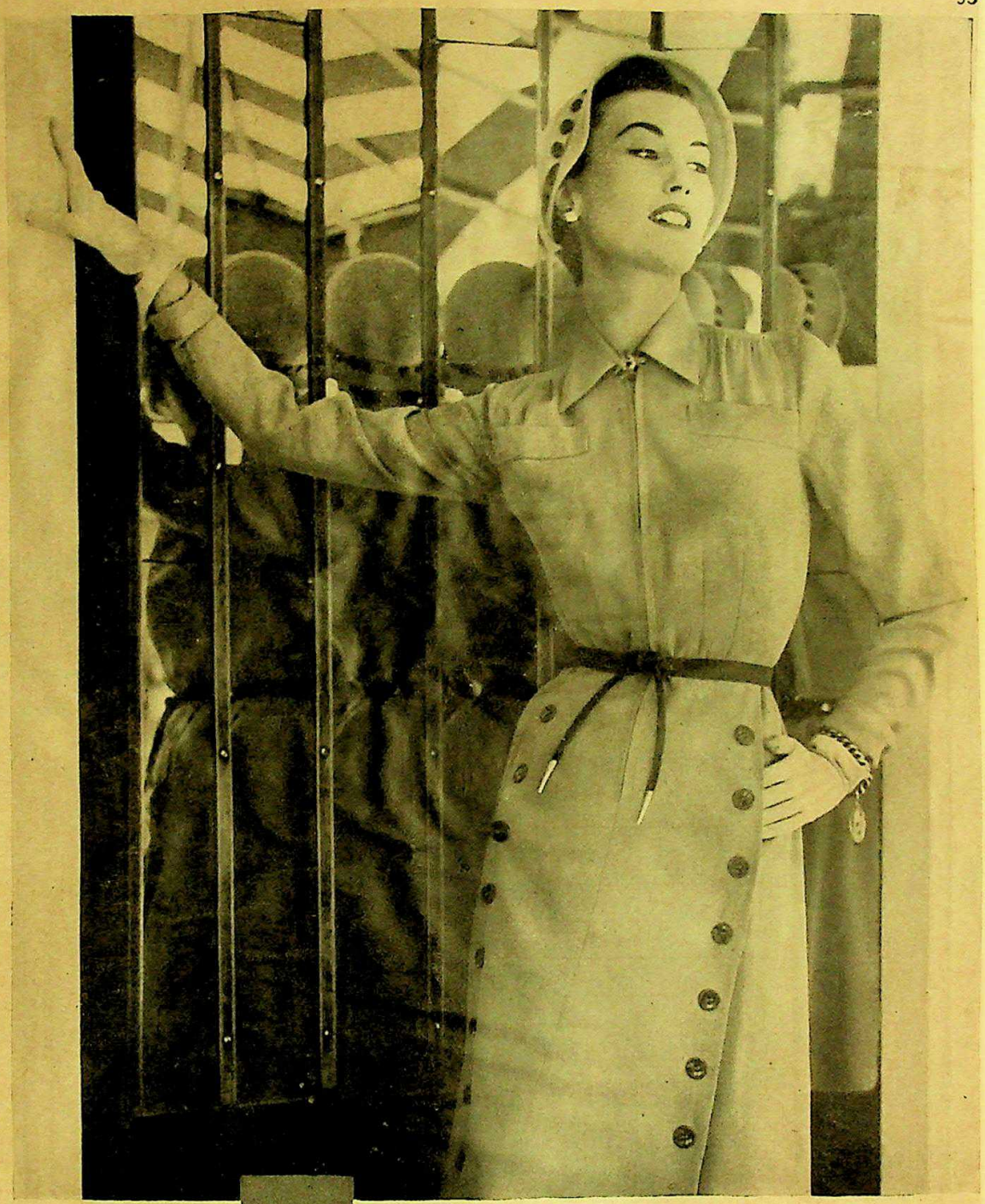
"High Time," another of Fred's "Tall Stories," is a velour steeple with wide, bright velvet sash. Fred says anyone can wear it because of its mellowing brim.



P. 30
LOOK 9-27-49
XD2-257

XD2-257 G LAMOUR 9-1949 P. 24

XD2-257 GLAMOUR 9-1949 P.35



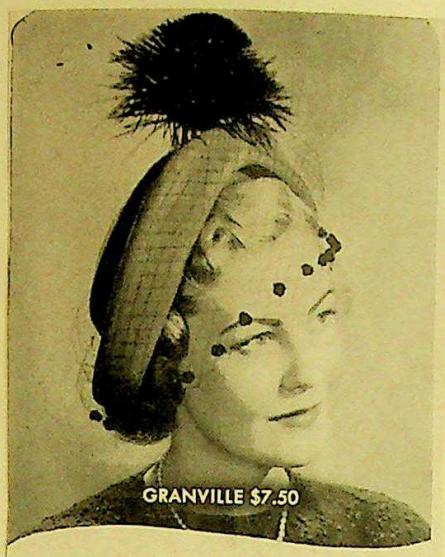
WOODWARD & LOTHROP

So poised, polished... and precisely tailored by L'Aiglon. A classic that couldn't be more Fall '49. Note the new attached skirt panel pointed up by a brigade of buttons. Smooth rayon gabardine circled with suede dog-leash belt. Beige, rust, green, navy, grey. Sizes 12 to 40, **$14.95**

■ ■ ■ WOODWARD & LOTHROP
Washington 13, D. C.

3/15 XD2/257

GLAMOUR 9-1949 P.56



Promise...

to a lady fair

Gage graciously fulfills a promise of new enchantment . . . it's feather-light felt cleverly conceived for you this Fall.

Write for the name of your nearest Gage dealer. GAGE, 402 Fifth Ave., New York 18, N. Y.

Gage HATS

XD2-257 GLAMOUR 9-1949 P.67

that young LEEDS look

The Casual is Convertible!

Top choice for this casual Fall . . . Leeds **FAMOUS-FOR-VALUE** coat with change-about charms! New-mood pockets and sleeves on downy all-wool fleece. Sizes 8 to 18. About $50.00.

HAT BY SALLY VICTOR

GLAMOUR 9-1949 P.83

XD2-257

NEW YORKER 2-25-50 P. 83

~~XD2/15~~
XD2-257

'S SHIRTWAIST . . . EASTER 1950

A charming hand-detailed blouse, of Celanese* Chamalure†, a petal-soft, superbly washable crepe. Because it contains acetate rayon, you're assured of long-term flattery and a white-that-stays for the life of the blouse.

Created by Sidney Heller in white only. Sizes 32 to 38, about $9. At L. Bamberger & Newark; Joseph Horne Co., Pittsburgh; The J. L. Hudson Company, Detroit; Harzfel Kansas City. For other stores write: Dept. 1. Celanese Corporation of America, N. Y. 16. Hat by Laddie Northridge.

XD2-257

HARPERS BAZAAR 5-1950 P. 63

MADEMOISELLE 6-1950 P. 63

XD2-257

JUN 5 1950
DESIGN DIVISION

XD2-257

GEORGE BARRENTIN

Cut out for you

Mlle's Advance patterns

Back views, yardages, page 126
Fabrics, patterns, at stores on page 126

XD3/15 15 Men's Wear
HD2/257

Herewith a wide assortment of merchandise authentically (or in some cases, approximately) in the Scottish tradition

11. Sport shirt made of imported Swiss fabric, 50% wool, 50% cotton, washable; tartan trim of same fabric, retail $10.95.

12. Sport shirt of 100% wool, 5½ oz. weight, completely washable, pleated back, single-needle construction, matching pockets. To retail at $12.50.

13. Tartan sport shirt of washable Viyella cloth, has medium length point spread collar, retails at $14.50.

14. Semi-sport shirt of Panama cloth has button-down collar, retails at $7.95.

15. Tartan sport shirt of cotton gingham. Colors are yellow, black, red and green. Retail price is $5.95.

16. Tartan sport shirt made of washable rayon, single-needle construction, matching pockets. $8.50, at retail.

17. Bucket shape hat, comes in both lightweight cotton and woolen fabrics for fall. Price varies according to fabric used.

18. Sheer cotton handkerchief with wide tartan border, woven in France. Comes in selection of tartans. $1.50 retail.

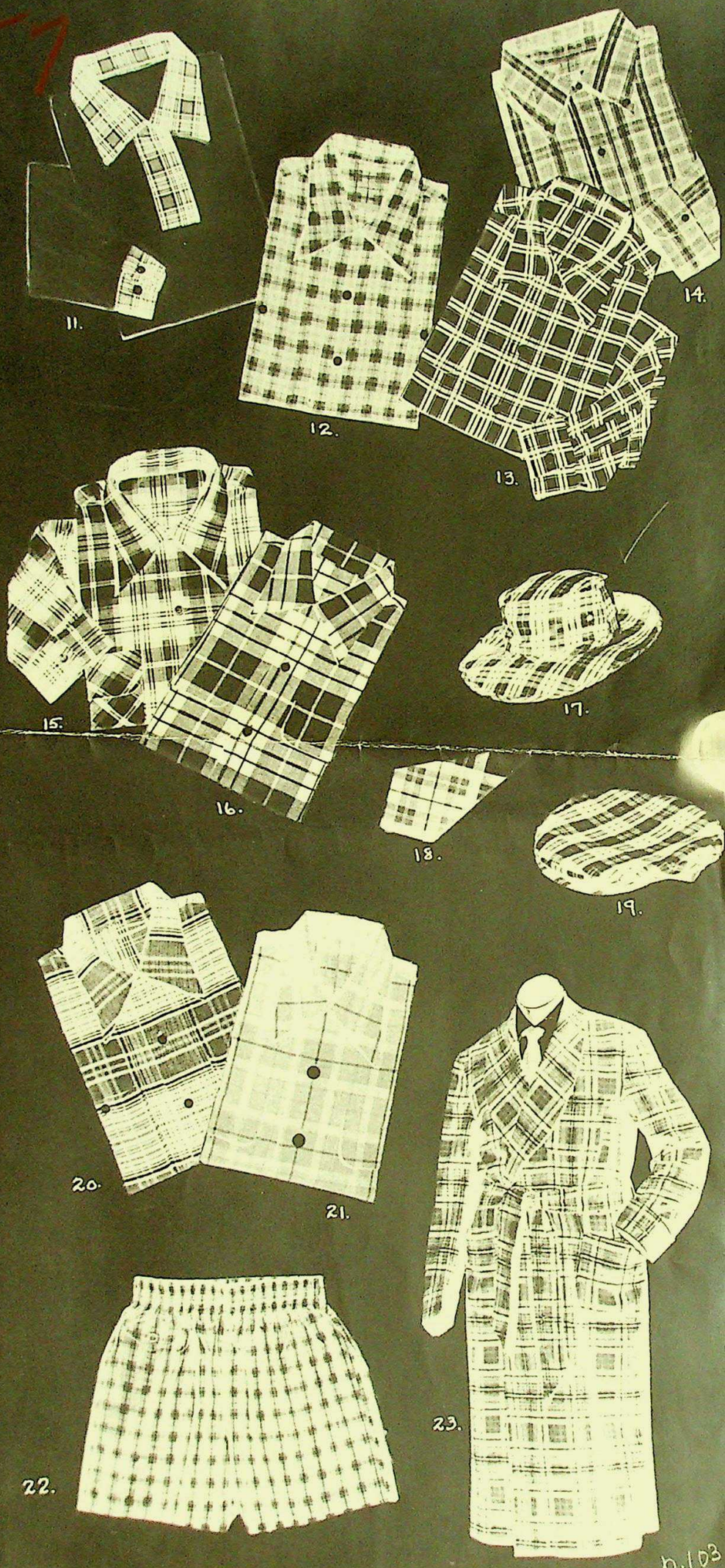
19. One-piece-top cap in authentic tartan, lightweight cotton or wool. Price depends on type of fabric used.

20. Plaid sport shirt made of imported brushed cotton, matching pockets. To retail at $7.50.

21. Tartan sport shirt of 10 oz. Italian worsted; single-needle construction, matching flap pockets, larger than usual buttons. To retail at $22.50.

22. Tartan swim trunks made of acetate rayon, boxer style; retail price, $3.95.

23. Robe of 100% wool, comes in range of twelve authentic tartans; and is to retail at about $17.50.



p.103

SUITS THAT SPAN THE SEASONS

"An eloquent suit that keeps its price a secret." In the finest fabrics from best known mills . . . novelty rayon suitings, fabrics of DuPont Orlon content, pure silk suiting shantungs, fine imported linens. In colors that suit the seasons, including navy and black. Regular sizes 10 to 20 and diminutive sizes for the woman 5'4" and under. **Unbelievably yours for $25 to $40.** At fine stores everywhere, or write to Duchess Royal, Inc., 498 Seventh Avenue, New York 18, N. Y.

fine

f

hand m

right for every locale

crease-resistant . .

a real suit made by a

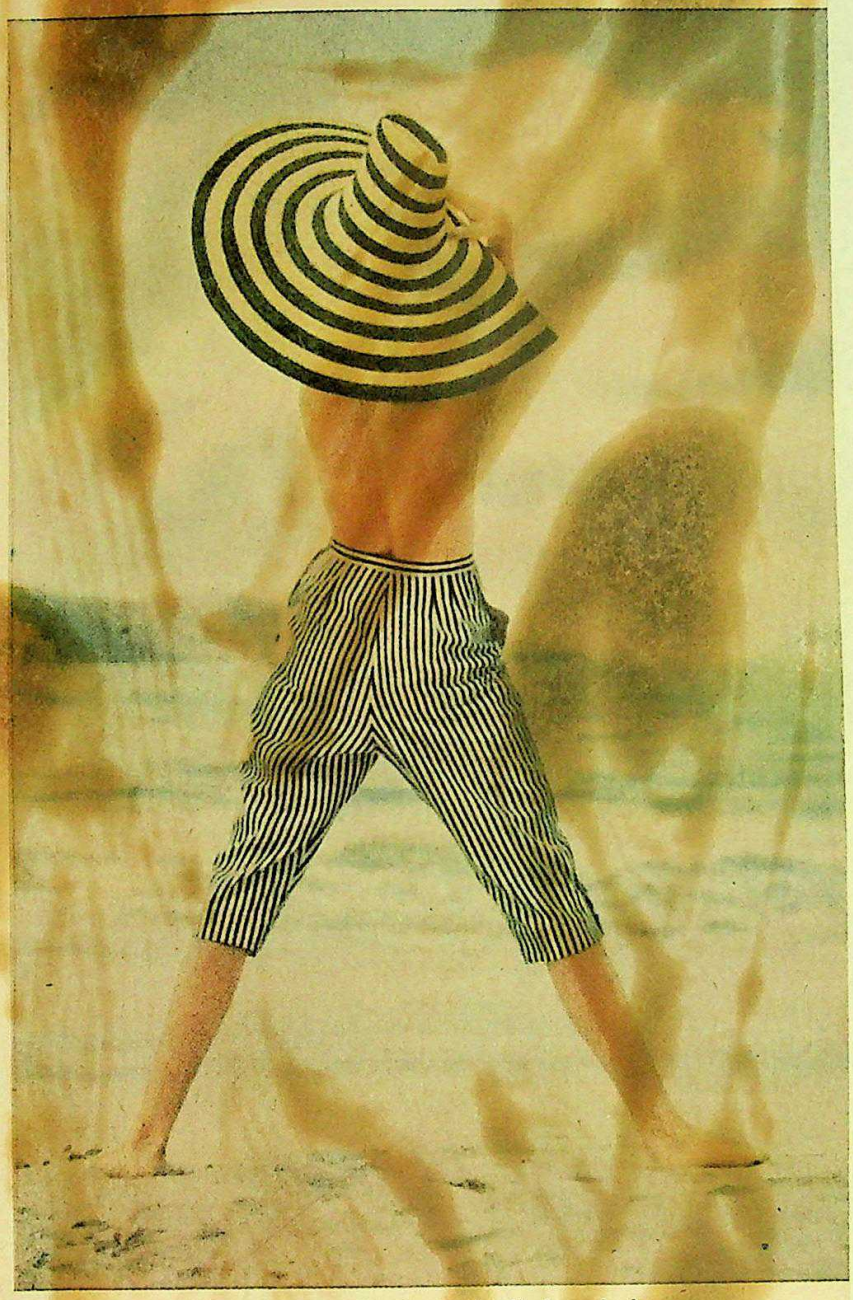
Duchess Royal

HARPERS BAZAAR 4-1951 P.123

XD2-257

• Above: One of the most becoming of the new forward-moving French hats, Dior's bright red straw, just like a little roof for the head, peaking up prettily over the nose. At Bergdorf Goodman.

XD2-257



SHORT SLACKS that fit tightly all along the leg, stop just below the knee, are high-style way to wear pants this summer, provided owner's hips can stand the shape. These have jet knee buttons (Cabana, $9).

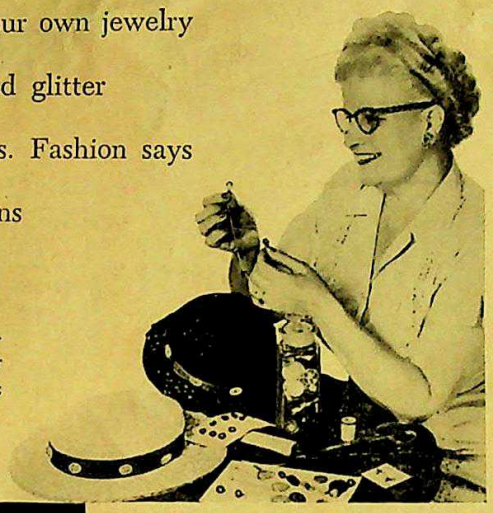
Life 5/21/51
p. 81

BETTER LIVING 7-1951 P.50

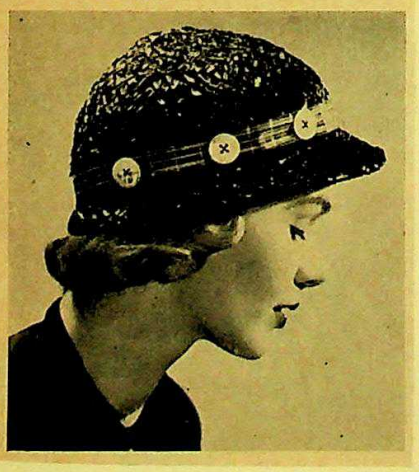
XD2-257

FUN WITH BUTTONS

Use buttons to make your own jewelry and to add glamour and glitter to plain-Jane accessories. Fashion says it's a big year for buttons



These four clever ideas for buttons were created specially for the readers of BETTER LIVING by B.G.E Originales.



Hatbands (left). You can give a lift to your hat with a new hatband. And all you need is a bit of ribbon for the band plus interesting buttons to stitch on for trim.

XD 2/257

People To-day
SUN 8/15/51
p38

XD2-257

The Cavalier Suit. Dapper little jacket. Skirt with unpressed pleats fore-and-aft . . . but flat and flattering over your hips. Blue Moon, Pink, Cadet Blue. About $90.

The Cardigan Suit . . . just about the best thing that can happen to your figure! Important pocket detail . . . graceful tucked skirt. Beige, Cadet Blue, Violet. About $95.

The suit that's as good as its parts. Shapely plaid jacket . . . new bell-shaped skirt . . . dashing raglan-sleeve topper. Pink-with-violet, Cadet Blue-with-royal. About $150.

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2/1952
P. 54

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HARPERS BAZAAR
2/1952
P. 70

XD2-257

MADEMOISELLE 3-1952 P. 51
XD2-257

DCS

XD2-259

Spring weather may change . . . but you needn't!

For this Spring's changeable weather . . . a new suit with the constant comfort of MILIUM® metal-insulated lining! The feather-light insulation of MILIUM lining makes this "All-Weather" suit *light and cool* for sunny days . . . yet *snugly warm* for chilly Spring mornings and evenings.

WALDA SCOTT
suit in ribbed virgin wool worsted. MILIUM lined in iridescent taffeta.
In navy, royal blue, grey and tan.

At these fine stores: Only $49.95.

Augusta, Ga.: J. B. White's
Butte, Mont.: Hennessy's
Cincinnati, Ohio: McAlpin's
Columbia, S. C : J. B. White's
Denver, Col.: Joslin's
Duluth, Minn.: Glass Block
Greenville, S. C.: White's
Kansas City, Mo.: Jones
Louisville, Ky.: Bacon's
Mobile, Ala.: Gayfer's
Montgomery, Ala.: Montgomery Fair
Nashville, Tenn.: Castner-Knott
Seattle, Wash.: MacDougall's
Tacoma, Wash.: People's
Terre Haute, Ind.: Root's
Toledo, Ohio: The Lion Store
Wilkes Barre, Pa.: Lazarus'
Yakima, Wash.: MacDougall's

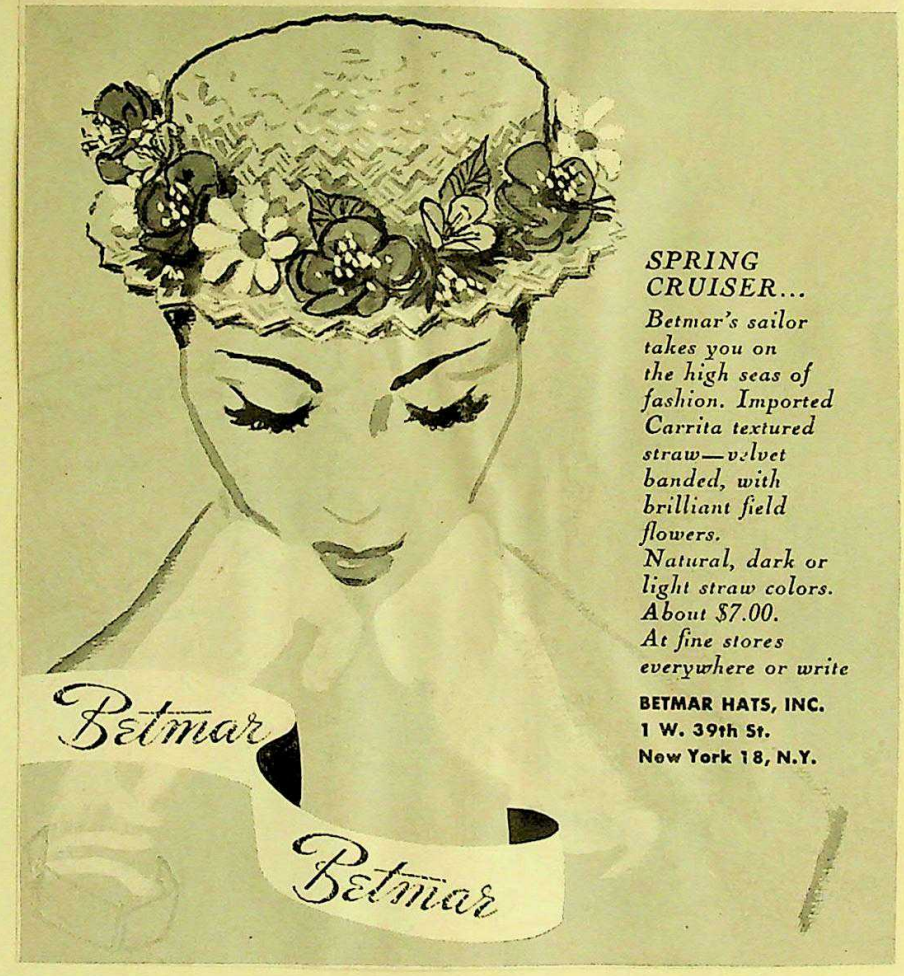
MILIUM *lining is now available in men's, women's, and children's apparel.*

Milium®
METAL-INSULATED LINING

ORDER BY MAIL FROM:
THE *Jones* STORE 12th & Main, Kansas City 6, Mo.
PLEASE SEND ME the following:
Write below choice of color and size
COLOR_____ SIZE_____
Name_____
Address_____

MADEMOISELLE 3-1952 P. 78

XD2-251



SPRING CRUISER...

Betmar's sailor takes you on the high seas of fashion. Imported Carrita textured straw—velvet banded, with brilliant field flowers.
Natural, dark or light straw colors.
About $7.00.
At fine stores everywhere or write

BETMAR HATS, INC.
1 W. 39th St.
New York 18, N.Y.

Return to Des. Div. B

MADEMOISELLE 3-1952 P96
XD2/257

Hats & Hairdos, Inc.

Mlle's Hat & Hairdo of the Month

Opposite: Best excuse for a home or salon permanent this spring is the baby pompadour, a new bit of fluff from the man who gave us the poodle, Enrico Caruso. Propped behind it, the best two-thirds of a pillbox, the backless pillbox. Our hat of the month, in straw, by Sally V., ***$10.95***. From Altman's; Hudson's, Detroit; Carson Pirie Scott, Chicago; Titche-Goettinger, Dallas

MARK SHAW

Sailors & Chignons

The chignon, a small round knob worn at the very back of the head. The sailor, a straight, Gibson-girlish, lacy Tuscan straw worn tipped to the front by the weight of a few flowers. A sentimental hairdo and a sentimental hat. Hat, by Knox, ***$15***. At Raleigh Haberdasher, Washington

Flowers & Crests

The hairdo, a pretty alternative to or a pretty way out for a poodle cut. The sides are brushed back and the back brushed up into a crest. The hat, a small white straw bumper hidden behind a profusion of soft bangs and bright field flowers, by Betmar, ***$7.50***. At Saks Fifth Avenue

More hat, more hair

A shantung straw sailor, not too big, not too small, with a flower floated on the brim. The hair for it, not too long, not too short, sails up at the sides to all but touch the brim. The hat, a John Frederics Charmer, ***$12.95***. From Bonwit Teller. The hairdos shown without hats, page 147

3.

MADEMOISELLE 3-1952 P.105

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37/6 XD2-257 MADEMOISELLE 3-1952 P.144

the GEORGIAN, about $10.95

fashion flatters your brow

with rare witchery in your Easter hat by Gage. Whimsically in the clever gondolier beret above; smartly in the straight-on Gibson Girl sailor, right; and beguilingly in the ripple-brim bonnet below. All have the rare flair for rightness that is Gage's very own . . . and all leave such leeway in your budget for making the rest of your Easter outfit as soul satisfying as your Hat by Gage.

the GRENADA, about $10.95

the GRANDVIEW, about $7.95

there's always a

Gage

you just can't live without

creators also of *Jean Allen* hats by *Gage*

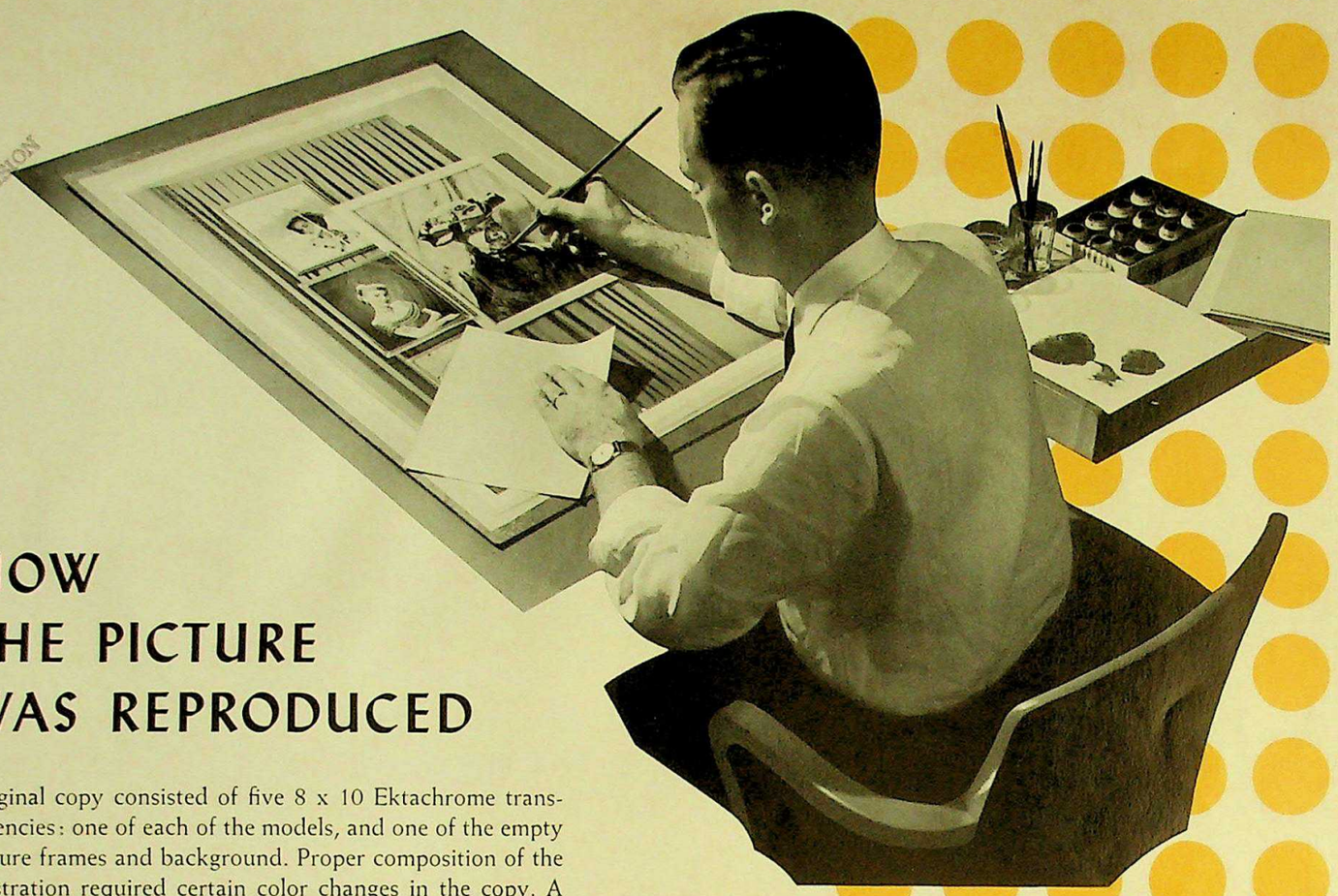
PATENT OFFICE
APR 2 1952
DESIGN DIVISION

~~XD 3/15~~ XD2-257

There's a Story behind This Picture

SEE OTHER SIDE

PATENT OFFICE
APR 2 1952
DESIGN DIVISION



HOW THE PICTURE WAS REPRODUCED

Original copy consisted of five 8 x 10 Ektachrome transparencies: one of each of the models, and one of the empty picture frames and background. Proper composition of the illustration required certain color changes in the copy. A 20 x 28 Flexichrome print of the background was made on double weight stock—and colored. On this were mounted colored Flexichrome prints—on single weight stock—of the individual subjects in proper size. This composite print was furnished to the printer as one piece of color copy.

PATENT OFFICE
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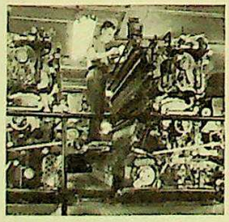
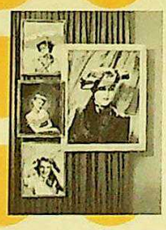
DESIGN DIVISION

Continuous-tone separations were made on Kodak Separation Negative Plates, Type 1; halftone positives on high contrast Kodalith Ortho Plates.

Type matter was stripped in on a burn-out mask and double-printed with the tone positives on metal lithographic plates. Plates were processed by the deep-etch method.

The insert was lithographed on a two-color press, on 80 lb. white offset enamel, using 4-color process offset inks.





FROM COPY TO METAL IT'S KODAK

GRAPHIC ARTS DIVISION

EASTMAN KODAK COMPANY • ROCHESTER 4, N. Y.

Kodak
TRADE-MARK

XD2-257

Peck and Peck

In cool pursuit of beauty... the cotton classic, purely Peck and Peck

3/15 MADEMOISELLE 4-1952 P. 34

XD2-257

HERE'S HOW TO SPARK ECHO-COLOR EXCITEMENT IN YOUR ACCESSORIES NOW. START WITH BERKSHIRE 60s IN "ECHO BEIGE" . . . ECHO THEIR PALENESS IN DOESKIN GLOVES. ADD WILLOW GREEN KERCHIEF. THE TOPAZ BRILLIANCE OF COSTUME JEWELS. A FLICK OF BRIGHT GERANIUMS. THEN PUNCTUATE WITH THE SPRUCE GREEN OF SHINING PATENT BAG, PATENT AND LINEN SHOES. ALL FROM THE ACCESSORIES COLLECTION OF NEIMAN-MARCUS, DALLAS.

Return to Des. Div. B.

MADEMOISELLE 4-1952 P. 85

XD2-257

5. Crushable cloche, $9.75

Travel bound, this smart Madcaps hand-crocheted in straw braid packs in any corner, fits any head and most occasions. Black, brown, navy, white, toast, red or gray, $9.75. Abercrombie & Fitch, New York 17

XD 2/257

MADEMOISELLE 4-1952 P. 122

from PARIS

Balenciaga's rose-pinned pillbox

Last words from Paris

A to Z: Term used to describe hats (see this page).
blouson (bloozôn): Dior's name for his blouse-like line or jacket. Successor to his spencer.
flou (flōō): French for supple, free, easy. A soft treatment of fabric and line. The new use of soft fabrics, as crepe, jersey, chiffon. The adjective for the coming and choice silhouette, which is soft and slim.
greens: Now showing in subtle shadings.
Hubert de Givenchy: A dark-horse designer (opposite), formerly with the Schiaparelli stable, whose first collection is the talk of Paris. Imaginative separates, accessories a specialty of the house.
judo belts: See wandering waistlines.
lace: A big revival from Chantilly to guipure.
marron: French for chestnut. The new neutral.
martingale: Originally a half-belt worn in back. Now also a half-belt worn where you find it—high, low, at the sides, even across the bosom.
prints: Small, large flowers. Polka dots, pin stripes, Paisleys. Japanese prints a trend.
skirt lengths: As they were.
vague jacket: A loosely fitted or boxy jacket worn over a slim skirt. Also Balenciaga's fitted front, loose-back jacket, perfected this season. Also his semifitted middy jacket.
wandering waistline: A term indicating that the waistline may show up anywhere between bosom and hips. Fitted middies, overblouses, low martingales push waist down. Built-up skirts, princesse dresses and wrapped midriffs (Fath's judo belts) uphold high waist. The real waist is usually vaguely indicated, as in a sweater, or molded.

Balmain's abstraction

Dior's double-header (really two hats)

Fath's baker's beret

Fath's Garbo-esque felt

Pillboxes to coolies

Schiaparelli's pleated coolie

MADEMOISELLE 4-1952 P.125

XD2-257

P. 125
HARPERS BAZAAR 4-1952
XD2-257

KAREN RADKAI

Dior

Dior

THE LATTICED BRIMS of Dior.
Opposite page, bottom row: Left, dead white straw—a tiny crown circled with enormous fronds of straw braid. Marshall Field. Right: Natural-colored rushes lightly woven to let the light stream through. Little immortelles are dropped on the crown.

XD2-257

Heavenly twins, straight out of the "ice cream parlor" period — our lettuce-crisp dresses designed by Mary Stevens in TOOTAL* linen, TEBILIZED* for tested crease-resistance. Both , in parlor pink, white or aqua with peek-a-boo bands of organdy, in sizes 10 to 16. Each, $110. City-Country Dresses, Sports Third Floor.

37/10

HARPER'S BAZAAR 5-1952 P.65

XD2-257

6

6. The bride leaves in a sailor hat of the whitest straw embroidered with pearl and silver sequins. $15.

HARPER'S BAZAAR 5-1952 P. 82
XD2-257

pleats in fron
By Evan-Pic ey Tebilized
Irish linen. About $12. Lord and Taylor.
The full-swinging blazer, hand-yarned white wool striped in every color. By Groblue. About $40. At Bonwit Teller.
Both, at I. Magnin; Wanamaker's, Philadelphia.
Betmar hat. $5.95. At Bonwit Teller.

HARPERS BAZAAR 5-1952 P.169

XD2-257

WOMANS DAY 7-1952 P.17

XD2-257

XD2-257

LLANDER-DYED ARGENTINE NUTRIA ... FREDRICA'S "BON VOYAGE" ...

FAVORITE WORLD-TRAVELLER IN THE FLATTERING NEW FROSTY IVORY SHADE ...

AT FINE STORES FEATURING FREDRICA FURS ...

FREDRICA, 345 SEVENTH AVENUE, NEW YORK

Fredrica

XD2-259

Vycashma*

an exclusive of **MALDEN** ... *The house of luxury fabrics.*

LEEDS ... selects VYCASHMA ...

Malden's imported alpaca to give this smartly styled coat that soft, luxurious, cashmere-like look for you who are style-conscious yet economy-minded. Warm ... without weight. Fascinating colors. It's sure to be your *favorite* coat.

Sizes 8 to 18. About $55

That young LEEDS look

g. Pend.

37/3

XD2-257

HARPERS BAZAAR 11-1952 P.137

HARPERS BAZAAR 11-1952 P. 139

XD 2-257

• Brown at its darkest, dark mink, half jacket, half cape and wholly useful—one of those designs that *really* are right over a suit, right over everything. By Jack Diamond, in Great Lakes dark ranch mink. The round furry green hat, Mr. John. The beige doeskin gloves by Aris. Miriam Haskell's outsize golden earrings.

HARPERS BAZAAR 11-1952 P. 166

XD2-257

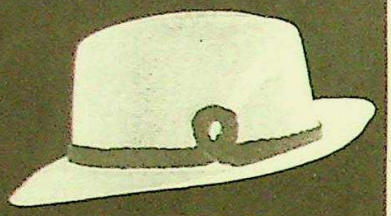
XD 2/257

XD 3/15

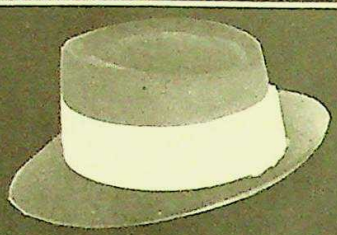
AMERICA'S FINEST STORES

will feature these outstanding straws in 1953

The Ivy League
"Crater Crease"
Assorted club stripe bands with back or side bow optional. In MILAN and PANAMA
To retail from $6.50
In HINOKI and COCONUT To retail at $5.00

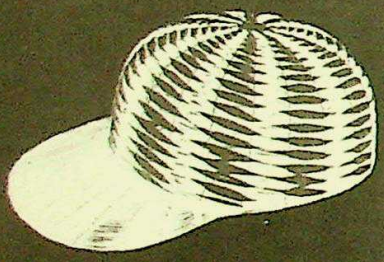


The TYROLEAN
In imported Milan with braided band and distinctive feather.
To retail from $6.50
In COCONUT to retail from $5.00

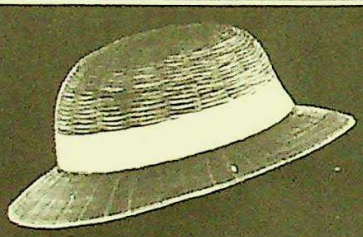


The ESQUIRE TELESCOPE
In imported Milan with back bow and pugaree bands optional.
To retail from $6.50
Also in Milan type braids to retail at $5.00

The CAMPUS TELESCOPE
In imported COCONUT braids, club stripe and pugaree bands.
To retail at $3.95 and $5.00



RIPPLE REED
Yeddo Cap
In two beautiful color combinations. Navy and Ivory; Cocoa and Ivory.
To retail at $2.50



WELLINGTON
English type Yeddo Helmet with cork insert under head band. In Ivory
To retail at $5.00.
Also in Kenya Helmet Ivory; Cocoa; Navy
To retail at $3.95 to $4.50

MOROCCO
Telescope Crown Cap in Ivory, Cocoa, Gold, Navy. Also in two-color combinations.
To retail at $2.95

"They copy all they can follow
But they can't copy my mind
And I leave 'em sweating and stealing
A season or two behind".

with apologies to Rudyard Kipling

Elis **WHERE THE STRAWS COME FROM**

JACOB ELISHEWITZ & SONS CO., INC.
721 to 727 Broadway, New York 3, N. Y.

Manufacturers since 1901 of Men's Fine Straw and Panama Hats

p. 8

1/9/53

D2-257

XD 3/15

McCall's 3/53 p 40

Sailor of cellophane straw with wired velvet tendrils, a tiny veil. About $15

Cloche trimly banded with grosgrain ribbon, a nose-length veil. About $15

PHOTOGRAPHS BY CARMEN SCHIAVONE

Flat bonnet of cellophane straw and tinsel with velvet-and-grosgrain band. About $15

Three **Little Ladies by Laddie Northridge** echo the pretty, becoming hats he makes to order for smart New Yorkers. He believes in feminine hats with lovely trim and use of color, designs them to be light and charming. You can see these at Frost Bros., San Antonio; Joseph Horne Co., Pittsburgh; Neusteter's, Denver

by Estelle Lane

Your New Easter Hat

Laddie Northridge, John Frederics, Sally Victor, three of America's top milliners, have turned their talents to giving you spring hats for just a fraction of the price their custom-made designs command

ANNOY YOU?

"Fever" starts at 61 and can go as high as 104. A score in this bracket means marital trouble—too much annoyance, too often, too complicated with too many other emotions. With a temperature this high, a wife would do well to take steps to straighten out what appears to be a troubled marriage. Possibly she will have to consult a specialist before the problem can be cured. There are counselors like Mrs. Beatman in family service agencies in every big city.

The cure will involve no magic drugs, no psychological mumbo jumbo. It will depend exclusively on re-establishing lines of communication between husband and wife. This can be a complicated business. When misunderstanding has piled on misunderstanding, when hurt feelings have given rise to deeper and more painfully hurt feelings, when pride has been damaged and self-esteem shaken, it is not easy for a man and woman honestly to talk out their problems. Feelings which have never been understood, much less put into words, are not readily exposed to a husband, especially when hostility has entered the relationship.

This is where marriage counseling comes in. With an understanding, accepting and highly trained counselor as intermediary, a marriage can usually be placed on a new footing. A woman can more easily talk to a husband after a counselor has listened to her story and helped her see that she herself has played a part in the situation. Once communication has been re-established, problems can be met and solved. Instead of blowing off (or boiling inwardly) a dozen times a day (or week), a wife will be able to talk with, not *at*, her husband and work out the problems that mutually concern them.

You whose emotional temperature falls within the "normal" zone should be able to accomplish a lot without outside help. How much and how easily is, of course, a highly individual matter. For a notion of what you personally would be up against, study your answers to the separate annoyance questions.

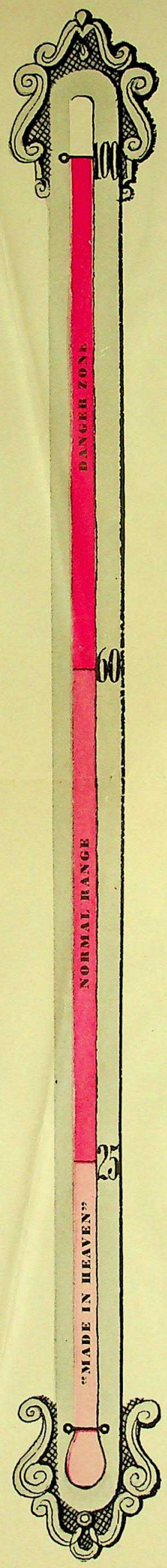
If you analyze your answers one by one, you may end up feeling less sinned against than sinning. What may strike you is not how much your husband annoys you but, rather, how unfair you are to him in your handling of the situation. How can you expect him to stop making noises in his throat, for example, if you've never even told him he's annoying you?

And why haven't you told him? Possibly because you're a member of that vast army of wives who expect their husbands to be clairvoyant. For reasons of your own, you may think your husband should be able to serve you as a kind of emotional Geiger counter.

Paradoxically, it's often the women who have least to offer whose expectations are most out of line. The more a woman feels insecure and inadequate the more strength she'll look for in her husband. If her self-respect hinges on his being perfect, his imperfect habits—little things like dousing cigarettes in coffee dregs—will bother her more than they should.

In that sense a woman's feelings of annoyance are a barometer not only of her marriage but also of herself. And a barometer of outside pressures in her life. Few of us are above occasionally using our husbands as emotional whipping boys when the going gets tough. Just as husbands take business pressures out on their wives. Obviously women have no monopoly on annoyance or unfairness, or any other sins that flesh is heir to. It's not that our men are any better than we, it's just that insight begins at home.

THE END



CHECK YOUR TEMPERATURE

1 When you find someone else doing the very thing that annoys you in your husband

___(a) you are almost as annoyed as when your husband does it

___(b) you are not particularly affected one way or the other

2 You find your feelings of annoyance

___(a) are stronger on some days than on others

___(b) are about equally intense all the time

3 When you and your husband are talking about your relationship

___(a) you can usually discuss your kicks calmly and with reasonable objectivity

___(b) you usually become emotional and defensive

4 On the whole, the things about your husband that annoy you

___(a) are evidence of some deeper character deficiency

___(b) are isolated and superficial personality quirks

5 Your feelings of irritation usually

___(a) disappear as soon as what caused them is over

___(b) continue long after the event

6 If your husband were miraculously to stop doing the things which now irritate you

___(a) you would no longer get annoyed at him

___(b) before long other things about him would begin to get your goat

7 When you're annoyed at your husband

___(a) you let him know that you are and why

___(b) you just go on acting mad or hurt with no explanation

8 Do you worry that what irritates you about your husband will have a bad effect on the children?

___YES ___NO

9 Are you aware that you yourself might be irritating him?

___YES ___NO

10 Do you ever find yourself waiting tensely, anticipating a repetition of whatever it is that annoys you?

___YES ___NO

11 Do you sometimes transfer your feelings of annoyance from what has actually caused them to something quite unrelated to it?

___YES ___NO

12 Is it possible that some of the things which annoy you about your husband also provide you with a deep-down feeling of being useful?

___YES ___NO

To score yourself, turn to page 91

XD 2/257

McCall's 3/53 p. 41

Helmet of felt cuffed with silk shantung, pinned with a rhinestone heart. About $11

Brimmed cloche of metallic fabric combined with velveteen. About $15

JEWELRY BY LA TAUSCA

Three **Charmers by John Frederics** show his flair for the use of one jeweled touch and a softening line of brim or trimming around the face. His custom-made hats are famous coast to coast, specially designed for movie and stage stars to express their personalities. These moderately priced designs are at Saks Fifth Avenue, New York; A. Harris & Co., Dallas; Frederick & Nelson, Seattle

Picture hat of straw and horsehair. About $15

XD 2/257

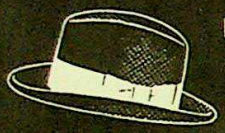
Elis

IMPORTED STRAWS AND SUMMER HEADWEAR

XD 3/15

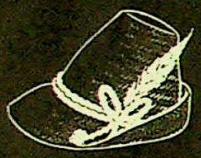
presents: STYLE, QUALITY and PROFIT BUILDING merchandise for 1954

MILANS
A handsome selection of new and popular shapes.
To retail @ $3.95, $5, $6.50, $7.50 and $10



PANAMAS
A beautiful line in all the new color tones, trims and shapes including the new HOMBURG.
To retail @ $3.95 to $25.00

COCOANUT STRAWS
Handsomely styled in the new Nassau, Cocoa Tones and Tahiti Palms.
To retail @ $3.50, $3.95 and $5.00



TYROLEANS
New smart shapes in Palms, Straws and Novelty Braids and Trims.
To retail @ $3.95, $5.00 and $7.50

SAILOR STRAWS
Perrenial favorites in Sennits, Yeddos, etc.
To retail @ $3.50 and $5.00

HELMETS
Popular novelty in Imported Straws.
To retail @ $3.50 and $5.00

SUMMER CAPS
The world's largest line of Imported Straws, Yeddos and Linens, also domestic fabric caps.
To retail @ $1.95 to $5.00

The PINCH CROWN

The TELESCOPE

The IVY LEAGUE

Our extensive line includes Leghorns, Bakus, Balibuntals, Bakans and other Novelty Bodies and Braids.

Salesmen now enroute . . . or write to:

JACOB ELISHEWITZ & Sons Co., Inc.

MANUFACTURERS OF HEADWEAR SINCE 1901

721-727 Broadway, New York 3, N. Y.

where the straws come from

Aug. 1953

By WILLIAM J. ULLMANN

XD 3/15

STRAWS will be dark — but sales prospects were never brighter than they are for the coming selling season.

Among the most notable changes in the styling of straw hats for 1954 is the increased number of darker colored bodies. Another standout in the new presentations is the presence of the blue-gray shade in all of the major lines. That medium color met with excellent acceptance in the larger metropolitan areas this year and makers believe that the surface has merely been scratched when considering its future success.

Another highlight of the summer straws is the tremendous varieties of trims.

The most unusual of the new trims is the use of "straw on straw." Woven straw bands have been created to blend or contrast with the body straws.

In sports hats and caps the straw on straw idea is executed by an intricate stitching of contrasting reeds of straw over the body of the hat.

Other trims include puggarees of imported featherweight silks and cottons, newly designed draped bands, and cords.

Although the pinched front panama will still be the leading volume hat, milans are slated to be the top fashion straws and will be followed in turn by leghorns and coconuts. Among the new coconuts is a lightweight crushable type.

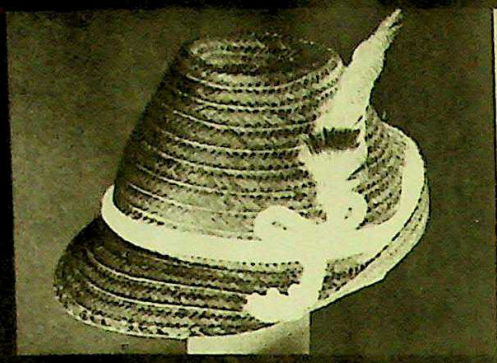
The oriental bodies including bakus, shantungs, and balibuntals sell well in certain areas and the supply is said to be good. Pedallino, an Italian straw in the leghorn family is also present.

Brims are once again a bit narrower and crowns slightly lower than the average of last year.

Both the center crease Belmont shape in many variations and several new telescope blocks with emphasis on more taper will make fashion news again.

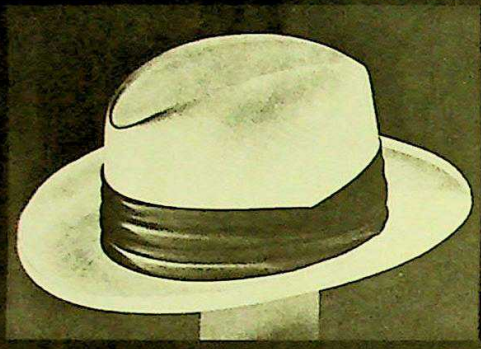
Sennits, after their surge of several years ago, are pegged to ride at their present level. But, makers expect homburgs to boom.

Last — but far from least — is the overpowering array of sports and casual straws. Available in every shape from helmets through Tyroleans, caps, native blocks, kepis, and unblocked styles, the sports headwear may steal the show.

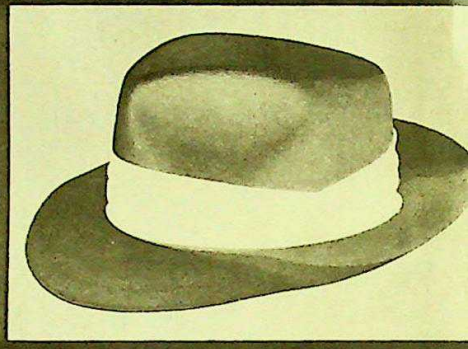


AN AUTHENTIC Tyrolean treatment in one of the sports straws expected to sell well in '54.

TWO colors are used in this newer Milan jockey style cap.



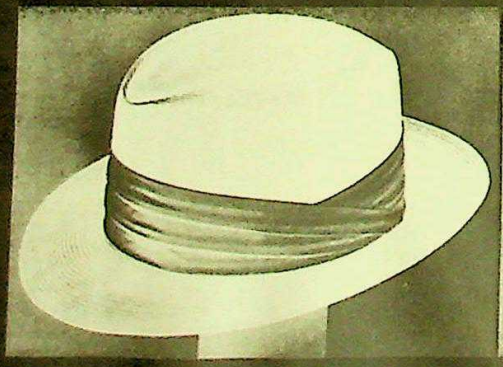
MIDNIGHT blue is the color of this lightweight baku homburg trimmed with a pure white pug.



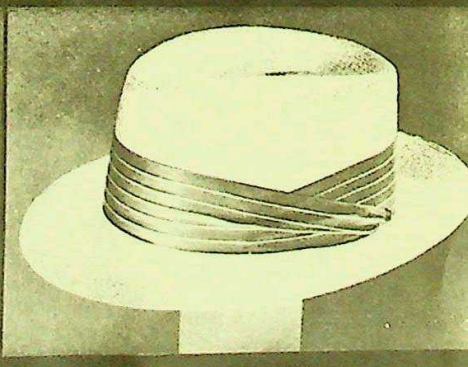
THE pinch front panama is rated as best big volume seller.

A CENTER creased Belmont shaped coconut with a textured fabric band, regular type bow.

TWO tone walnut and natural in a pinch front briza panama.



ANOTHER of the dark shades is exemplified by this midnight blue Belmont in balibuntal.



A NEW dark tone milan with a self-striped draped silk band.

Men's Wear

XD2-257

there's
a difference
in a

Hyde Park fashion†

e suit with the patented drum skirt

Glamour
Nov. 1953
p. 54

Hyde Park's slender-curve pure worsted flannels—in powder puff pastels!
kable drum skirt that sits, stands, walks without a sag, wrinkle or stretch.
n-dyed flannel . . . pearl grey, beige, blue, gold, pink, mint.
dyed flannel . . . starlight blue, apple green, lavender, apricot, sand. Each 7 to 15, about $55.

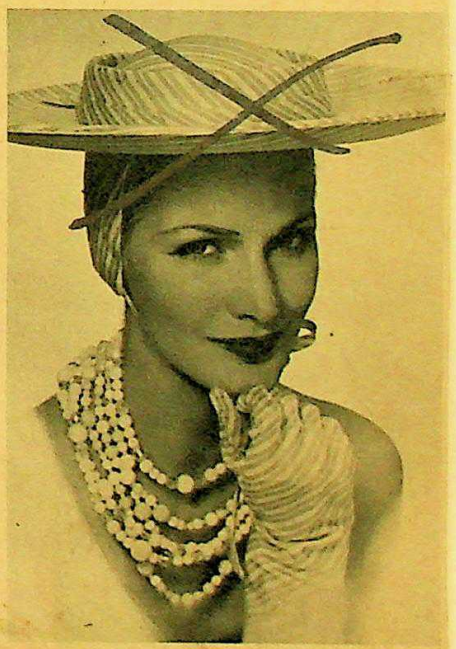
Washington Star Pictorial Magazine Feb 27, 1955 pg 10

XD2-257

Not high—but wide and handsome—is this Hattie Carnegie spring hat of burnt leghorn with blue ribbon and flowers.

Back-of-the-head hats are popular for sunny days. This Gladys and Belle design is in natural leghorn and daisies.

Light and airy, yet substantial. This new look is achieved by Walter Florell in a pink chiffon mushroom beret.



Roller hat, set on a cap of matching gold and white striped shantung, is a two-in-one millinery idea by Emme.

2 XD2-257

JULIUS GARFINCKEL & CO.

DEBUTANTE SHOP

F Street at Fourteenth, N. W. ..... NAtional 8-7730
Massachusetts Avenue at 49th ..... EMerson 2-2255
Washington, D. C.
and 7 Corners, Virginia ..... NAtional 8-7730

Add sales tax where applicable

Please send me the following **Gay Gibsons**

Dress	Quan.	1st Color	2nd Color	Size	Price
(cover)					$15.00
1					$15.00
2					$15.00
3					$15.00
4					$15.00
5					$17.95
6					$15.00

Total Price

Name _____

Address _____

City _____ Zone _____ State _____

☐ Check or M.O. ☐ Charge

Please allow 10 days to 2 weeks for mail order deliveries.

Rec'd 3/8/61

Photographed in Thailand through the services of Pan American's 707 Jet Clipper.

Cover

Gay Gibson Goes to Bangkok

Sightseer outshining the sights! Batiste shirtdress of Dacron polyester and ~~cotton.~~ Yellow (shown), blue or pink. Sizes 5 to 15. $15.00

advertising pamphlet

XD2.257

XD 3/15.1

HAIRDO MAGAZINE July 1961

** Another high-fashion way with the lowly swim cap, a flower-banded one by Kleinert's, shaped to cover the hair well, flatter the face, too! ** And under your cap, try this bit of extra insurance to make certain that hair stays bone dry—a headband to fasten on under the cap, keep water out. Jantzen's is rubber, terry-covered. Aqua Band's is soft rubber. Both fasten snugly with Velcro. *** But when hair does get wet, nicest way to hide it and dry it is a "Scamp," an absorbent terry Hida-Hair hat, by Dorathy Wood.*

P425

XD2-257

THE EVENING STAR
Washington, D. C.
Monday, January 29, 1962

WHO'S WHO

This tiered hat in black organdy from the 1962 collection of Paris couturier, Jacques Heim-Svend, has been named "Agapanthe," by him after Agapanthus, the African lily.—AP Wirephoto.

XD 2/257

WOMAN'S DAY July 1962

Sunshade Hats

They're all in fun: the making, the wearing, the effect on your audience. The cost? Low. The effort? Slight. The usefulness? Long as summer. You start with a plain straw hat, then just add the trimmings, all of which you'll find in variety stores across the country.

Directions for making are on page 80.

CITRUS CROP of artificial lemons and oranges with green leaves flourishes on an orange straw hat held to the head with a lemon chiffon scarf. Cost, about $3.50.

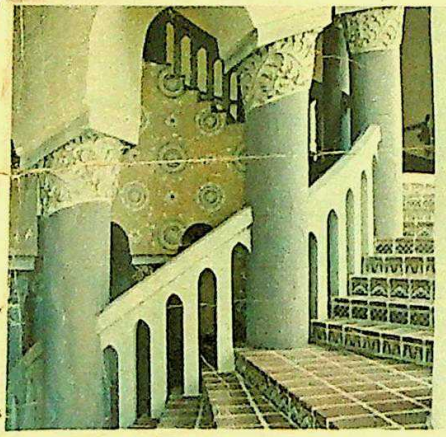
WINNING HANDS circle the brim of a deep-crowned natural straw cloche. Each hand (snipped from felt or fabric) holds miniature playing cards. Cost, about $2.25.

PICNIC LUNCH is served on a checked tablecloth set with doll-sized plastic dishes and cutlery. The hat is a wide-brimmed sailor. Cost, about $3.00.

CHICKEN LITTLE and her nest, both made of colored sponge, sit atop a wide, white straw coolie hat. A bright chiffon scarf ties under the chin to secure the hat. Cost, about $4.25.

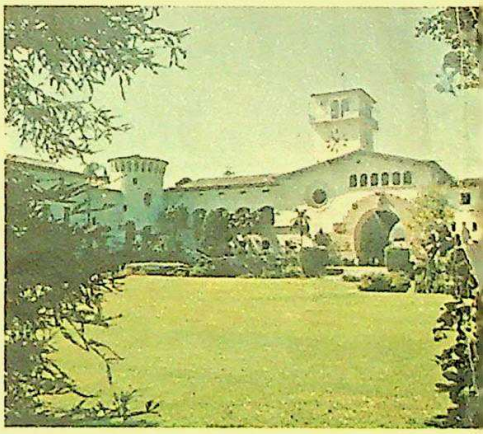
TED STRESHINSKY

To the left, quiet gardens in the Santa Barbara Mission quadrangle; to the right, the palm-tree park at the beach.



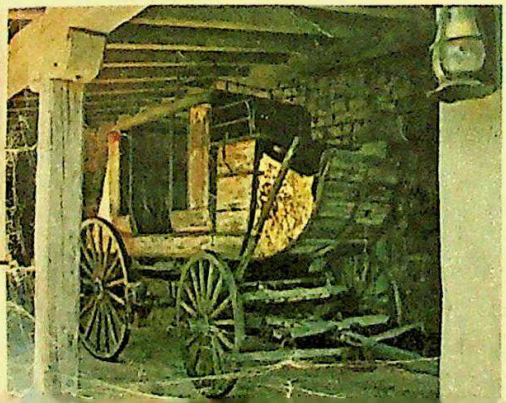
Tiled stairway of County Court House.

Colonnade at Santa Barbara Junior College.



Court House with its clock tower.

Historic Covarrubias Adobe, built 1817.



Fountain in front of Santa Barbara Mission.

Fig tree: branch spread is 151 feet.

XD2-257

THE EVENING STAR
Washington, D. C., Friday, May 24, 1963

Pak-Saks in representative selections
at all Jelleff stores

The "Fun Bonnie" tops everything!

How to cover up those rollers? Keep your hair from sun-drying, wind-blowing? Answer: the full-blown crown of Fun Bonnie covers a multitude of summer hair do's! In varied colors and prints,

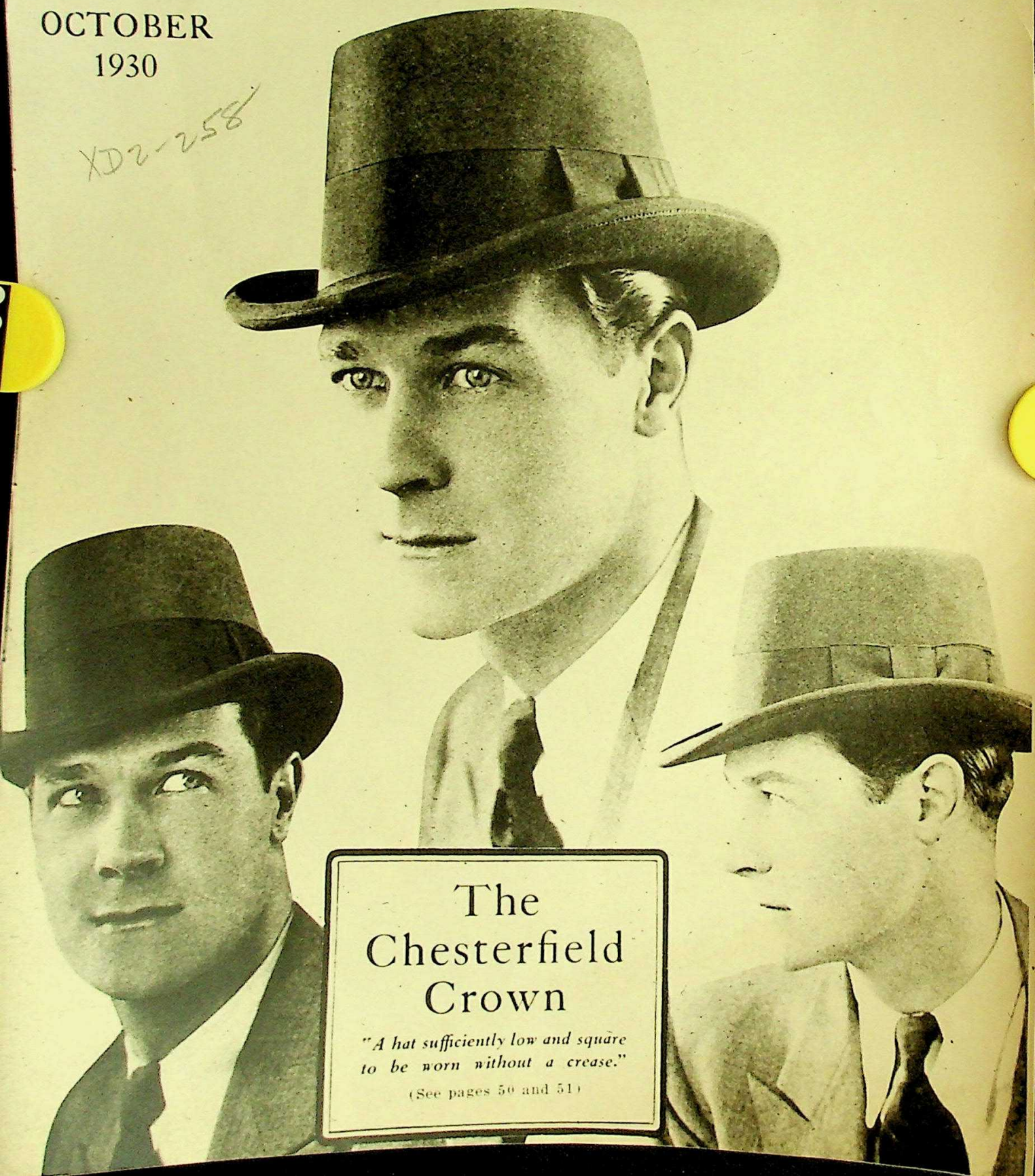
$4.95

At our HAT BOX
F Street and branch stores

THE AMERICAN HATTER

OCTOBER
1930

XD2-258

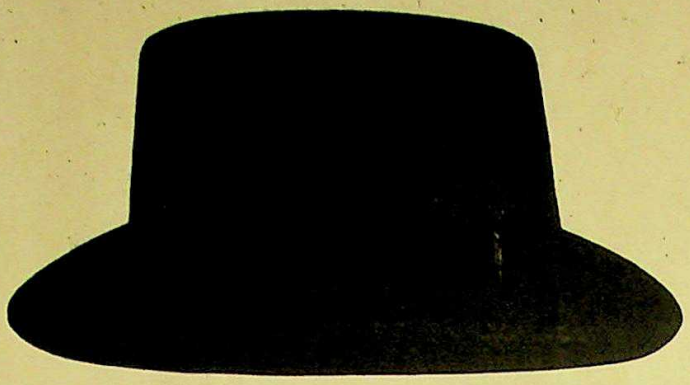


The Chesterfield Crown

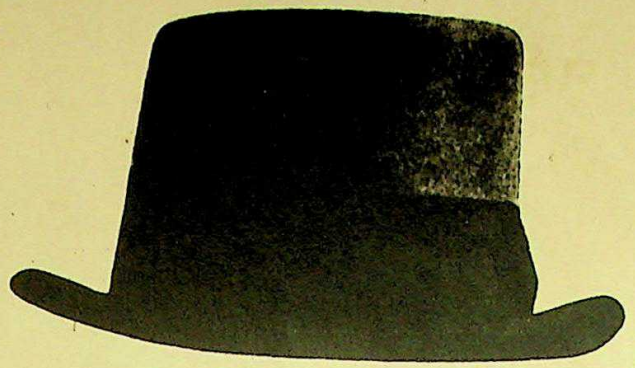
"A hat sufficiently low and square to be worn without a crease."

(See pages 50 and 51)

JAN - 5 1956
U.S. PATENT OFFICE



Side view, Chesterfield crown with Homburg brim. The hat when seen from the side differs little from the regular Homburg effect, except when top-crown is seen, as in photo



Front view, Chesterfield crown with Homburg brim. This effect is but a step beyond the wide, shallow creases and semi-telescope effects the young men are attempting today

Here Comes a New Style Trend

The Young Man's Tendency to Wide, Shallow-creased Crowns Leads to the Logical Successor—Flat Top and Semi-Telescope Effects

MOST of the hat ads we have seen this fall promise something different, thrilling and adventurous in the new hats.

And most of the hat stocks we have seen consist of a number of cases full of gray and tan snap brims, and a few good safe curl brims and Homburgs.

These hats, of course, are good bread and butter styles -- the hats you can be sure to sell to the man who comes in and demands a head covering.

But, we all admit, men are not sufficiently interested in their hats. They wear them too long, they wear them badly harmonized and inappropriate to the occasion and some of them, we have been told, even go around without any hat!

What can we do about it?

Well, one thing we can do is to endeavor to make a trip to the hat store something of the adventurous experience we pretend it is when we write our ads.

Every hat store and department, every season, ought to have in its windows and on its shelves, some radically different novelty attuned, if possible, to the season's general style-lines, but sufficiently different in some respect so that the man not in the hat business will open his eyes and say — "Well, there's something new!"

Perhaps not more than 25 per cent of your customers will have the nerve to try the new thing on, and perhaps not more than 10 per cent will buy it.

But you will have accomplished something of inestimable value to the health of the hat industry. You will have made men, and their wives, and their best girls, pause a moment, and think about hat styles, and recognize that the purchase of a new hat may be something more than just buying a clean one.

One of the best retail merchants in the country remarked the other day, "I have ordered as few as four dozen of a new style — for four stores — spent $400 advertising it — and done the biggest day's business of the month, NOT entirely on the new thing, but in many cases on other, slightly safer, styles that were shown by the salesmen after the young sports had cocked the new thing on their heads, looked themselves over and decided that they wouldn't quite gamble $10 on it.

"It was the new style that brought them in — that made them think about the pleasure of getting a new hat."

Even if you don't sell a single hat, the advertising value of a good-looking, new style, well-displayed, is worth more than the price of a couple of dozen.

One such hat is going to be shown October 1st by a number of leading retailers. A description and account of it will be found below.

The Chesterfield Crown

WHAT is the one detail of hat style that has hardly been changed in the past 15 years?

Brims have been widened, shortened, welted, stitched, bound, flattened, rolled.

Bands have been sold in 30 ligne and 6 ligne, with bows at side, three-quarter and back.

But crowns have been creased from front to back, and as far as the average man can remember, have stayed that way, with but slight changes in height, fullness and manipulation.

There is no special esthetic reason for the center crease. The two rounded humps at each side of the crease are not essential to the beauty of a hat. In Panamas and body hats we get along very artistically without them. There was a time when the best-looking hat in style had a telescope crown. *The crease crown is just a habit!* A fairly good habit, let's admit, but not fixed in the laws and statutes.

THE last few seasons have shown a very definite tendency among the young men to wear the crease shallower and to widen it out in the center, approaching the telescope or diamond-crown effect.

Maybe a percentage of these clever young men would even go the length of omitting the crease altogether in a hat designed to make that possible: and maybe a number of others would be glad to try

MAIL DIV.
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U.S. PATENT OFFICE

3/15 HARPERS BAZAAR 10-1947 P.124

XD2-258

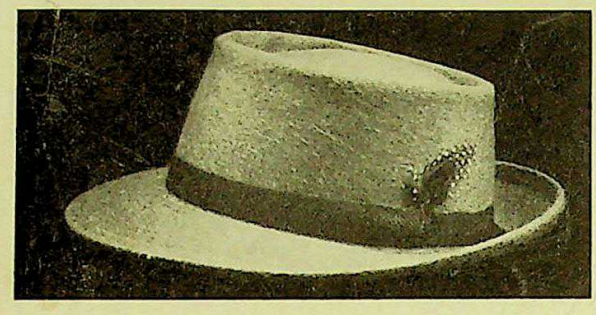
HAT LIFE MAGAZINE

Extreme, but Saks Fifth Avenue and Brooks are selling dozens. It's a fine velour, worn with flat top crown uncreased.

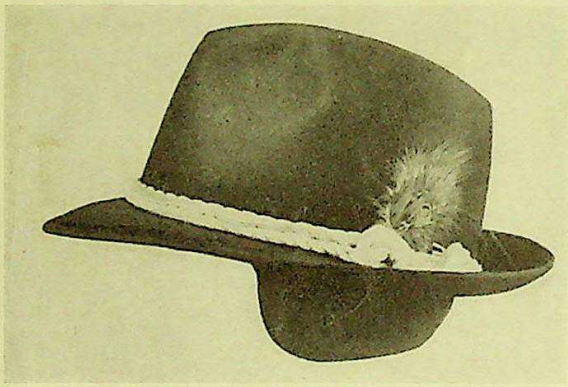
The TYROLI

XD2/258

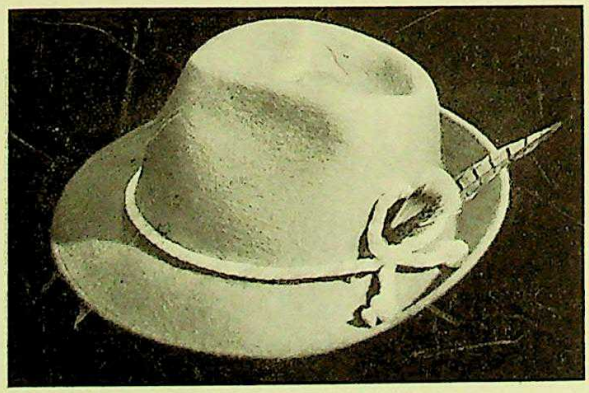
It Makes a Hat for Spectator
or Active Sports—and in Mo
Form an Ideal Hat for the Man
Uses "Sport" Clothes for Business



With crown either telescoped or pinch-front, this modified Tyrolean mix, with mixed-color wool band makes a casual hat for town or country.



In late November, Wallach's, N. Y., featured this Winter sport Tyrolean in Navy blue, with wool ear-band, at $7.50. Displayed with dark blue storm coat, mouton collar.



This wool-felt Tyrolean, complete with feather, at $5, also has folding ear-band of wool felt. Sporting goods stores have been selling it for several years. See story at right.

WHEN you say "Tyrolean", it can mean several different things in hat selling.

It can mean a hat for the active skier or snow-sportsman.

It can mean a sporty hat for wear with casual clothes to the racetrack, football game, etc.

It can mean, in modified shape and without the Alpine trimmings, a suitable hat for the man who goes for sport-shirt, jacket or topcoat in his daily dress.

And it can mean a naturally becoming youthful hat for the college lad.

The Tyrolean proved in the '30's that it has what it takes to become a national seller. It is the one hat which has sold in volume (around 1935) to the college crowd since hatlessness started. It is widely becoming to many types, young and old.

The Tyrolean is now making a come-back. Whether it will again reach the sales-volume of the '30's is unpredictable; *but it's definitely a hat that's needed with today's sport-type apparel,* and the consumer is recognizing it a
stores give him

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This One has Fad Possil

MAYBE you haven't heard of it, but high grade sporting goods houses like Alex Taylor, New York, are doing a steady business in a popular-price wool-felt Tyrolean, *fitted with folding ear band for practical comfort.* (see picture at bottom, left.) The hat was designed by an Alpine skier, and in 1940 was adopted as official by the National Ski Patrol. It is being marketed through sporting goods stores throughout the country. It retails for around $5, complete with brush and feather trim.

Why shouldn't such a hat be sold in regular hat stores and departments? Many a young fellow who now wears a ski-cap, or no cap at all, for winter sports, would li
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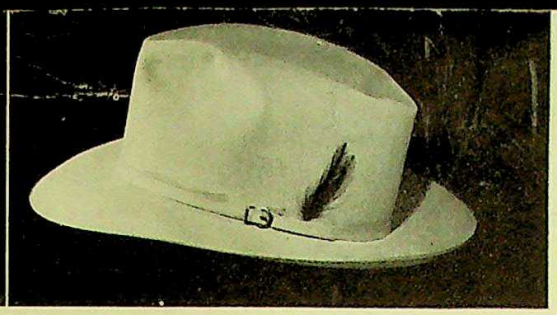
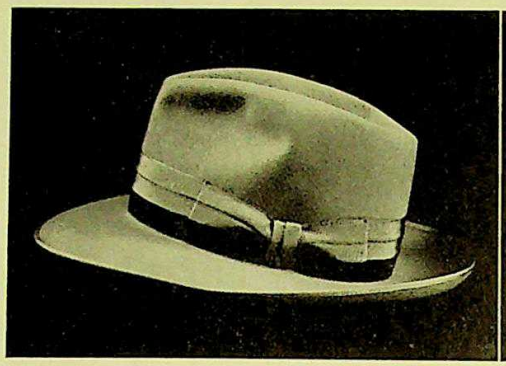
A 9-ligne band matched to the body, combined with a 4-ligne ribbon in darker contrast give new life for Spring to this accepted light-weight shape.

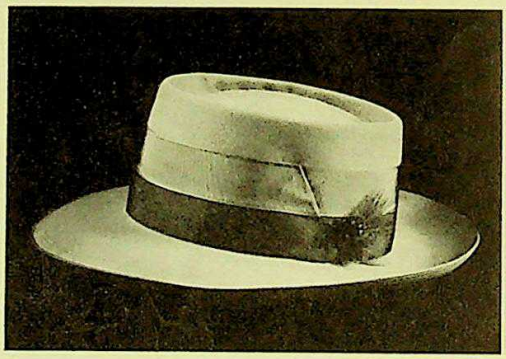


Another trimming touch that makes the wearer realize he's got a new hat. The narrow self-felt band is finished with small buckle in contrast color.



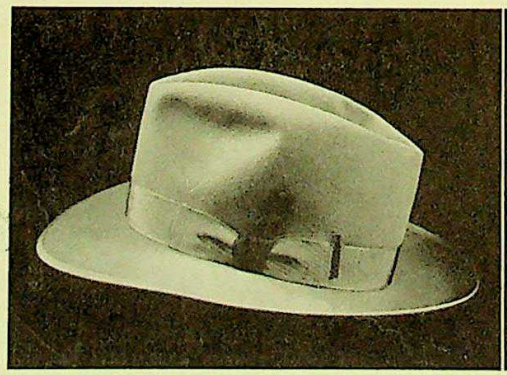
This one will be nationally advertised this Spring. The grosgrain band in 3 simulated pleats has 2 ribbons matching the body, with bottom ribbon in maroon.

The accepted best-selling semi-Western light-weight is given new interest with a band in the Western cord effect—giving a reason for change.

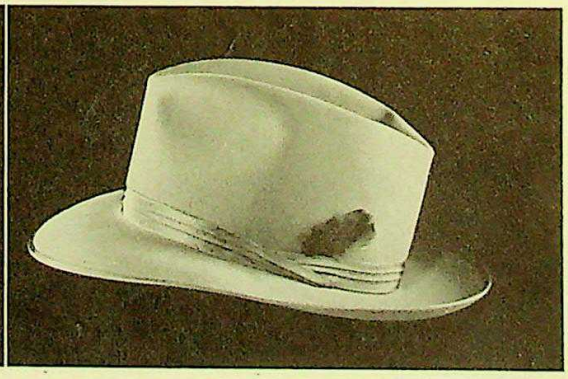


When telescope crowns have been in vogue, they have always inspired fancy bands. This daring departure is a 30-ligne combination of match and contrast.

A hat to match popular sport jacket colors provides a reason for buying. This casual suede-finish is in the rust color so commonly seen in corduroy jackets.



Enough color to catch the eye, but not so much as to frighten the timid wearer. Matched band has cross-piece of contrasting color on bow.



The simulated gross-grain pleat band is here narrowed down to identify the hat as definitely a light-weight for Spring wearing.

XD2-258

PORTIS
Tissue Weight

about 2 ounces of

FLOATING COMFORT

LIBRARY
JUN 30 1952
U. S. PATENT OFFICE

XD 3/15

LIBRARY
JUN 30 1952
U. S. PATENT OFFICE

PORTIS
Tissue Weight

This smart hat is like wearing "Floating Comfort" . . . about two ounces of felt . . . in fifteen colors — softly pre-blocked . . . Swan's Down Finish. Tight fur body that can "take it" . . . pleasing bound edge with new overlapping band and button trim.

Wholesale — **$52.50** less 2%
— Retail **$7.50**
Your profit 42.8%

PORTIS backs up "Tissue Weight" promotion with compelling colorful window and counter display cards and attention getting newspaper mats . . . supplied FREE OF CHARGE.

Mens Wear
6/27/52

PORTIS body buyers are free agents . . . they buy bodies only from America's best body mills. All shipments carefully examined . . . that is the retailer's assurance of receiving only first quality hats . . . no seconds . . . no sub-standards.

Nationally Advertised in
LIFE • SAT. EVE. POST • ESQUIRE

PORTIS HATS — 320 W. OHIO ST. CHICAGO 10, ILL.

XD2-258

U. S. Patent Office
MAY 22 1953
Design Division

Men's Wear

XD2-258

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XD2-258

The Sunday Star

E-1

WASHINGTON, D. C., FEBRUARY 11, 1962